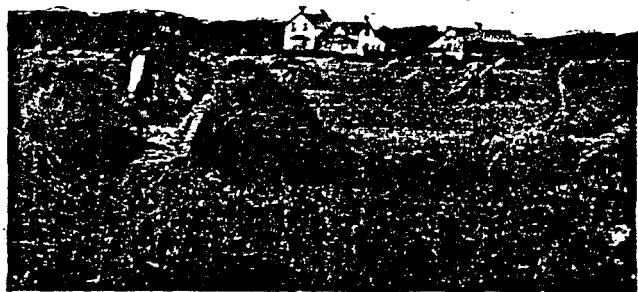


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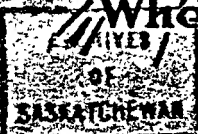
EAST MOUNTAIN VALLEY

PRAIRIE WHEAT LANDS



SASKATCHEWAN

Where Wheat is King



200,000 ACRES OWNED BY

WM. PEARSON CO. Ltd.
WINNIPEG, CANADA

Winnipeg & surrounding areas



THE LAST MOUNTAIN VALLEY

SASKATCHEWAN
CANADA

Hard Wheat Belt of Western Canada

Where a single crop often pays for the
farm on which it was grown

The Opportunity of Your Life Time

This book compiled by Edw. E. Amblad, and illustrated
by pictures of the district specially taken for this
work. Wm. Pearson Co. Ltd. owns 200,000
acres of selected prairie wheat and
mixed farming lands in the
Last Mountain
Valley

WM. PEARSON CO. LTD.

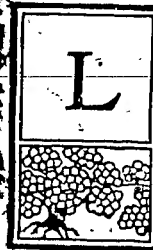
CANADA PERMANENT BUILDING
WINNIPEG CANADA

CAPITAL and SURPLUS \$1,500,000.00

REFERENCES:

Dun or Bradstreet; Canadian Bank of Commerce,
Merchants Bank of Canada, Bank of Toronto,
Winnipeg, Canada

FOREWORD



LAND is the basis of all wealth. Farming land is the foundation of the great edifice of civilization, for from its farming land the world secures its food. The world can do without very many things—but food it must have, and its food comes from the farms—comes from the land. And there was only one crop of land, there will never be another.

¶ This book was written for the benefit of those who, for whatever reason, are thinking of moving to newer lands with the idea of actually farming them, or of buying such lands as an investment. It tells in plain, straightforward language the things that any man who has either of these objects in view wants to know. It describes a district in Western Canada that has become famous from one end of America to the other, and the colonization of which, and the success of those who live there, reads almost like a fairy tale.

¶ There is no need of exaggeration, or "real estate guff" in writing of the Last Mountain Valley, the district in the Province of Saskatchewan that within seven years has been transformed from bare, uninhabited prairie to one of the great grain-producing sections of the Dominion. The truth about the Valley is good enough. The illustrations in this booklet are not "faked" but are reproductions from photographs of the Last Mountain Valley, and the statements made are facts fully proven, giving the reader the best possible idea of the District, its appearance, state of progress and agricultural resources.

¶ Unlike most land companies handling large tracts of land who move from one field of operation to another, this Company is permanently engaged in the colonization of the Last Mountain Valley and interested in numerous other ways in the development of its many resources. When a man buys land from this Company he practically becomes a partner with us. We are just as anxious to see him succeed as he is himself. The reason for this is obvious.

¶ Full particulars as to the operations of this Company will be found in other parts of this booklet, and information not contained herein will be cheerfully given by any representative of the Company, or on application to

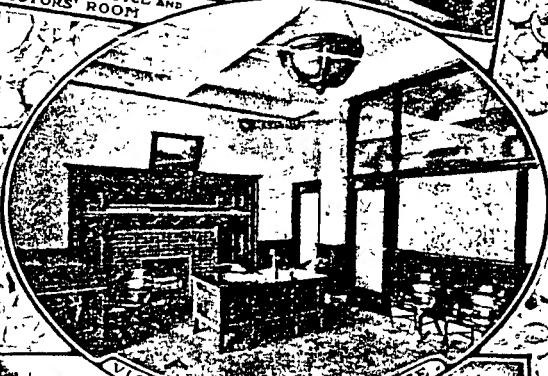
WM. PEARSON CO. LTD.

Canada Permanent Building

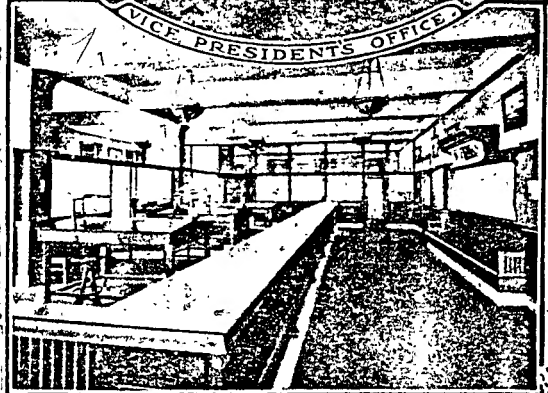
Winnipeg :: Canada



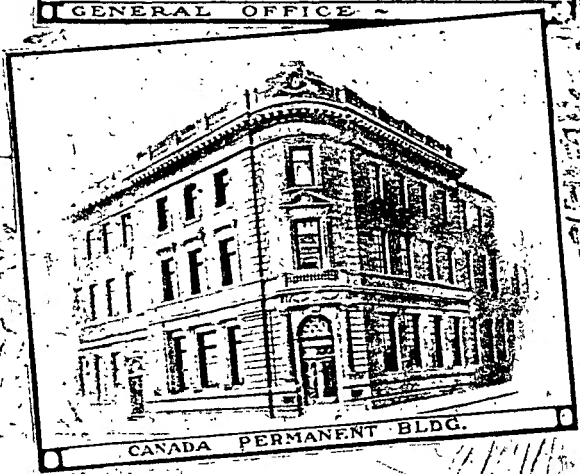
PRESIDENT'S OFFICE AND DIRECTORS' ROOM



VICE PRESIDENTS OFFICE



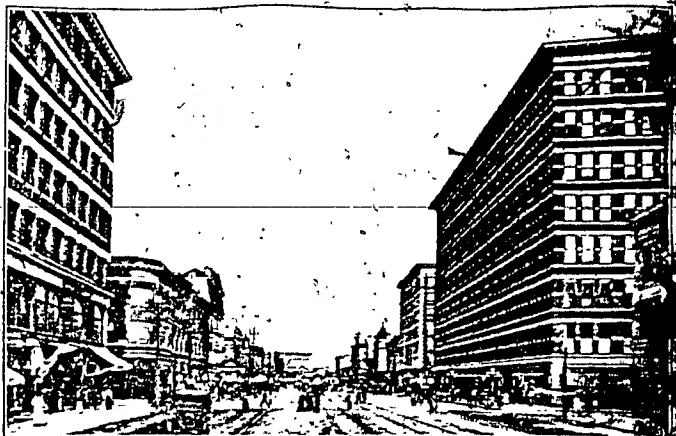
GENERAL OFFICE



CANADA PERMANENT BLDG.

"The 20th Century is Canada's"—Sir Wilfrid Laurier

1913 is Saskatchewan's Year



Portage Avenue, Winnipeg—the Metropolis of Western Canada

WESTERN CANADA

Its Prosperity and Development

Sir Wilfrid Laurier, Ex-Premier of Canada, said recently: "The 19th was the United States' Century—the 20th Century is Canada's"

Did you ever stop to think of the tremendous increase in the values of land in the United States for the past fifty years? Here is a fact that may surprise you and the authority for it is the Secretary of Agriculture of the United States. He said in his report for 1905, that the increase in the value of farms in the United States had been \$3,400,00 a day for every day in the preceding five years. That means that every acre of farm land in the States has increased in value $4\frac{1}{2}$ cents a day. In Illinois hundreds of farms are today readily saleable at from \$150 to \$250 an acre that would have gone at \$75 an acre ten years ago. The same is true of Iowa and Nebraska, and history is repeating itself in Western Canada, only in a more forceful degree.

Since the recent census, hardly a newspaper can be picked up but what the eye is caught by editorials explaining the cause for the decrease, or cause for the slight increase, in the population of the rural districts of the Central States. Some authorities blame this condition to Populism, etc., etc., but the sound economic explanation for this falling off in population is the rapid appreciation of value of the productive lands. The young farmer finds he can make money by selling out and going to a new country. The result is larger farms and fewer men to the farms in Iowa, Illinois, etc.

Who is profiting by this arrangement? Read what Hon. Frank Oliver, Minister of the Interior of the Dominion of Canada, says,—"An entire new province has been created in the last two years. A new town has been put on the map every week, a new church built every two days, and a new schoolhouse every day. These are the things that have transformed Western Canada.

Statistics show the immigration to Canada for 1911 totaled 350,420 from all sources, of which 75 per cent were English speaking, an increase of 80 per cent over 1909 and an increase of 50 per cent over 1910. In 1912 the total immigration from all sources was 425,000. Of the above over 140,000 were from the United States, another blow to the mythical exodus you hear of from time to time. Customs records show that value of stock, implements, household goods, cash and securities brought in by these 140,000 is estimated \$140,000,000.

This immense movement, Canadian Officials say, is due entirely to pressure of population. In his own home, the American farmer finds the price of land has risen to \$200 an acre. In former years he could start his boys up in business by buying the land adjoining his own, and they could move on when they were of age. Now, however, this land cannot be bought and so he travels West and North.

"The Twentieth Century is Canada's Century,"—and 1913 is Saskatchewan's Year!

KEEP ON READING...YOU'LL LEARN WHY

Something About Saskatchewan

The province of Saskatchewan extends from the United States boundary, and is 700 miles from north to south, and 400 miles from east to west. It has an area of 251,887 square miles. The southern part lying north of the 54th parallel, is largely unexplored, but it is known to contain valuable resources in timber and minerals, and a large portion of it is suitable for agriculture. Between the 54th parallel and the International Boundary are 76,000,000 acres of land, of which 50,000,000 acres are arable. Of this less than 9,000,000 acres are as yet cultivated. The southwestern portion—which is an extension of the great Missouri Coteau—is a grazing country. Central Saskatchewan is the finest hard wheat field in America. It is in this portion of the province that the Last Mountain Valley district is located.

Its Government

Americans may be interested in knowing that a Canadian province like Saskatchewan corresponds closely to an American state. They send a certain number of members to the Dominion Parliament, and these help make the Canadian laws; but in all matters pertaining to themselves exclusively, each province has absolute home rule. The governors of the provinces are appointed by the Federal Government instead of being elected, as in the States, but the governor is not an active force in government in Canada, but rather a decorative and social personage. The Provincial Legislature is elected by popular vote. Self-government also obtains in the sub-divisions, corresponding to the counties, cities, villages and towns of the States. Political conditions are just as free as in the domain of Uncle Sam. The people rule, and universal suffrage prevails. The fact that Canada is part of the British Empire which maintains the outward forms of a monarchy, in no way affects the truly republican character of Canadian institutions or the democratic tendencies of the Canadian people. The people of Canada rule Canada and the people of each province rule the province.

Law Enforcement

Law enforcement in Canada and the slow reform of court procedure in the United States, according to one theory, is proving a force in the migration to the provinces of Western Canada. A recent issue of the Minneapolis Tribune quotes a letter written by an early settler from Minnesota to the Central Saskatchewan country, and after telling of the crops, influx of settlers, etc., he says:

"I'll tell you what it boils down to. Ever since the settlement of this country began, it has been understood and recognized that the man who breaks the law is going to be jailed. It don't matter if he is as spry as a gopher nor as husky as a buffalo. It don't make any odds if he can crawl into a prairie dog's hole. If he breaks the law he's going to be jailed, good and sure! He can have fifty guns and fifty thousand dollars, he can have any sort of blame pull you like—but he is just going to be jailed. It may take a day, a week or a year, but he'll be jailed sure. Maybe he'll kill a Northwest policeman—maybe he will. Well then, he'll hang, for a dead sure thing! He'll never buy a Northwest policeman, nor he'll never escape jail if he breaks the law. All Canada knows it, and we Americans know it, and that's why this country is a good country to live in—God's own country, as they say—good enough for me anyway."



New home of an Illinois farmer near Southey. The rural telephone has preceded him.

"The Last Mountain Valley Delivers the Goods"

LAWS ARE ENFORCED IN CANADA

LAST MOUNTAIN VALLEY

Safe and
Reliable

Always Delivers
the Goods

Railways TIMES CHANGE

Why do people flock to Last Mountain Valley?

1. BECAUSE more railroad construction is going on than in any part of Western Canada. Seven roads in operation, three more building now.
2. BECAUSE the district is becoming thoroughly settled; has thriving towns with churches, schools, and all advantages of much older communities—NO PIONEERING!
3. BECAUSE the climate is healthful.
4. BECAUSE it has the best wheat soil in the world; average crops running twenty-five to thirty-five bushels per acre and higher.
5. BECAUSE its surface and rainfall are just right for successful wheat growing.
6. BECAUSE "A single crop often pays for your land."
7. BECAUSE it has the beautiful Last Mountain Lake, the only clear water navigable lake in Saskatchewan, destined to become famous as a summer resort, making it an ideal spot for your future home.
8. BECAUSE it embraces the celebrated Touchwood Hills district, the finest mixed farming land in Canada.

And other because too numerous to mention

KEEP ON READING—YOU'LL LEARN WHY

The Last Mountain Valley is a district sixty miles from north to south and fifty miles from east to west, with Last Mountain Lake intersecting it throughout its whole length. Last Mountain Lake gets its name from Last Mountain, about twelve miles east of it. Nowhere, except on the generally flat or gently rolling prairie, would such an elevation be dignified by the term "mountain," for it is a series of hills some three or four hundred feet high, most of them covered with small timber, and the valleys varied with pretty lakelets, but on the unbroken expanse of almost level prairie it is a landmark for many miles. The "mountain" is about twelve miles long from north to south and about half a mile from east to west.

Last Mountain and the Touchwood Hills form the eastern run of Last Mountain Valley, just as the lake forms its lowest point. From the foot of the "mountain" the land slopes gently and imperceptibly to the lake, twelve miles away. The intervening country is dotted thickly with farms, the prosperity of their owners testified to by the many fine homes and farm buildings.

On the western side, the boundary of the Last Mountain Valley is a ridge of low hills to the east of the Canadian Northern Railway and paralleling the lake. Between these hills and the railway flows the Arm River, the principal feeder of the lake, which enters at the southern end. Further reference to the lake is made later in this book.

Last Mountain Valley was discovered by William Pearson, now President and General Manager of the Wm. Pearson Co. Ltd., Winnipeg, and though the district is only a little over nine years old—as compared with much older portions of Western Canada the subsequent development reads like a fairy tale and the steady influx of settlers since that time is one of the romances of the history of Western Canada. On account of engineering difficulties, railroads were prevented from crossing the Qu'Appelle Valley, which accounts for the country to the north being neglected, and it was only known in a sort of legendary way. To this new country an Indian guide from the old Fort Qu'Appelle piloted Mr. Pearson about nine years ago, and his keen foresight soon convinced him that what appeared to be a wilderness, was in reality the best part of Canada, lying there waiting to be claimed by someone. As a direct result of this visit and of the splendid business enterprise which has since been brought to bear upon the work of colonization by the Wm. Pearson Co. Ltd., the Last Mountain Valley is now one of the most widely known and popular of all the regions open to settlers in Western Canada. How successful have been the operations of the company in assisting the development of the district can be told in a few facts. These embody the railroad facilities and convenient marketing of farm products, banking resources, which are gaining impetus year by year; the enormous elevator facilities; the excellent soil and healthful climate, and other features which go to make up the possibilities of the future of Last Mountain Valley.

In point of railway transportation the Last Mountain Valley is abreast—indeed, it is far ahead of modern transportation in a new country. It is a large statement, but one fully warranted by the facts; to assert that there is no new district in Western Canada or out of it, that has better railway facilities. A glance at the revised map will show you.

It has the Grand Trunk Pacific (the new trans-continental line) passing through the northern portion of our lands.

It has the Canadian Pacific (Canada's first trans-continental line) just immediately to the south.

It has the Kirkella or Pheasant Hills branch of the Canadian Pacific, running in a northwesterly direction through our lands on east side of the lake. This is the Winnipeg-Saskatoon through line of the Canadian Pacific.

It has the Regina-Bulyea line of the Canadian Pacific completed late in 1911, which is a direct connection with Pheasant Hills line mentioned in Paragraph 4, and gives all the settlers on the east side of the lake direct line to Regina.

It has the new Regina-Colonsay line of the Canadian Pacific on the west side of the lake, completed late in 1911, being the direct line between Regina and Saskatoon.

It has the Regina-Saskatoon-Prince Albert line of the Canadian Northern, angling northwesterly through the western portions of our lands.

It has the Regina-Outlook Branch of the Canadian Pacific, just immediately to the southwest, opened in 1908.

The Canadian Northern has just commenced construction on their Regina-Hudson's Bay-Yorkton lines, which will pass through the portions of Last Mountain Valley lying between Last Mountain and Touchwood Hills.

The Canadian Pacific have completed the survey of a new line which will run between Nokomis and Yorkton, and construction will commence soon.

The Canadian Northern have just recently announced a proposed line to extend westward from Chamberlain on the Regina-Saskatoon-Prince Albert line.

The processes of colonization have indeed changed since the days when the ancestors of you who read this book, settled the Central and Western States. In the '40's and '50's they loaded all their belongings, consisting principally of a large family, into a "prairie schooner" and began a long and tedious journey of one hundred to a thousand miles across country without roads, bridges, or settlers enroute with whom to camp; to settle on a frontier, the hunting ground of hostile Indians, and with little hope of anything except hardship and adventure.

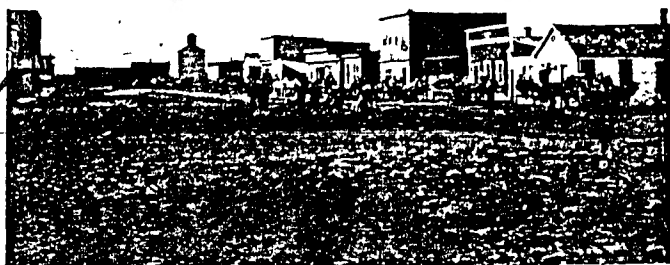
This colonization exists in the America of today in legend only. We do things differently nowadays. Today the surveyor and bridge-builder, despatcher and engineer, precede the settler, and you who are looking for cheaper lands for your future home, such as the Last Mountain Valley offers, will have the luxury of Pullman sleepers and best dining car service on your trip of inspection.



A "pioneer" held up by one of our parties of home-seekers

"Land Will Never be so Cheap as Now"

WESTERN CANADA—THE LAST WEST



Southey, Sask. Lining up an excursion party for inspection of Company's lands

Numerous Towns and Shipping Points

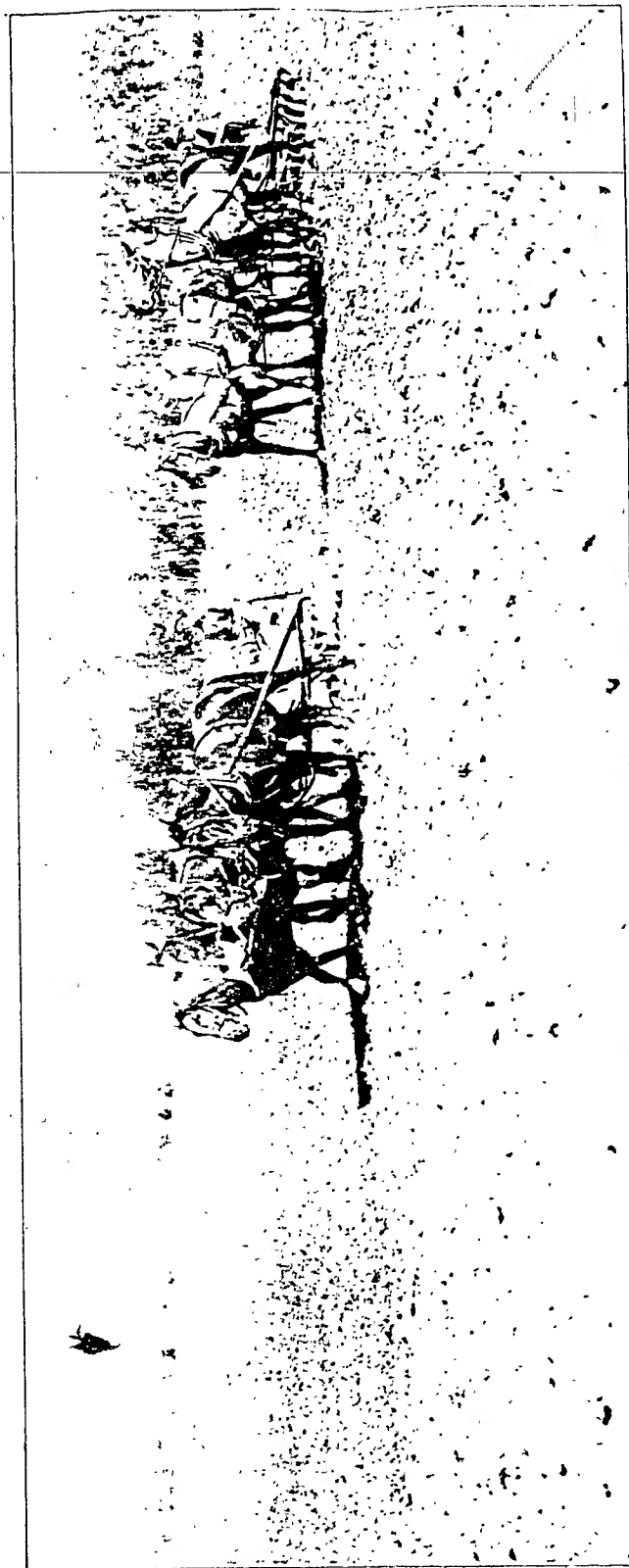
When you read subsequent facts about the development of Last Mountain Valley, you don't wonder at the great scramble the railroads are making to get a foothold. At present there are in the neighborhood of forty shipping points, as the reader will notice by glancing at our two-color sectional map. You must agree that the Last Mountain Valley has the best railway and shipping facilities of any district competing for farm settlers. While some of the points shown are merely shipping stations, most of them are prosperous towns, rapidly increasing in population, and offering alluring inducements in the way of business openings for the man who will investigate.

STRASSBURG, a town of about 800 population, is an important center. Being only about six years old, it has shown wonderful growth, out of a territory that was almost barren of settlement. It is a divisional point of the Canadian Pacific Railway; has a chartered bank; a good weekly newspaper, "The Mountaineer;" two good hotels; and a well equipped public and high school. It has a Board of Trade, composed of live business men; has four resident ministers and permanent churches. It has three elevators with capacity of 93,000 bushels, and in 1910 there were 400,000 bushels of grain marketed. It has a complete rural telephone system installed in 1910; and boasts of one of the finest water supplies in Central Saskatchewan. There are over thirty stores in the town, and many of the citizens own automobiles.

GOVAN—Four years ago Strassburg was the terminal of the Canadian Pacific Railway, and what is now Govan was then raw prairie. Now there is a town of 500 people and has the same wonderful growth and about same lines of business as Strassburg. With four elevators of 119,000 bushels capacity, there were 700,000 bushels of grain handled in 1909, and in 1910, despite the dry season which was general throughout the west, a conservative estimate places the amount handled at 800,000 bushels.

RAYMORE, SEMANS, IMPERIAL, LUMSDEN, SOUTHEY, NOKOMIS, BULYEA, EARL GREY, WATROUS, CUPAR, CRAIK, BETHUNE, SIMPSON, LIBERTY, DILKE, and several others show the same rapid development, with slight variation as to population, elevator capacity, etc.

Enough has been written to show that the Last Mountain Valley is not a raw, uninhabited district, but one with modern conveniences, and, when its youth is considered, unexcelled.



Newer Parts of Valley Being Developed

The wonderful progress made in the older parts of the Valley—in the districts of which Strassburg and Lumsden are centers—and in the short space of about eight years—has been largely due to the enterprising colonization policy of the Wm. Pearson Co. Ltd., backed up by the energy and enterprise of the settlers and citizens. It has been the custom of the Company each year to take a particular block of land of say 40,000 to 50,000 acres (out of the 700,000 which they originally controlled) and devote their entire attention to its settlement and subsequent development.

This development that has been making such marked strides in the Districts named above has recently manifested itself in a wonderful degree in the territory operated by the Company tributary to Southey in 1911, and also what was known as the Raymore Touchwood Hills opening in 1912.

The Southey Opening

The policy outlined in the foregoing that has made the district east of the lake, tributary to Strassburg, Govan, etc., so populous and wealthy, will achieve as great, or greater results in the several townships to which the Company confined their 1911 operations immediately south and north of Southey between Last Mountain and Touchwood Hills. This is also tributary to the two new surveys of the Canadian Northern from Regina to Hudson's Bay and Yorkton. These two lines were only surveyed early in 1911, and the railroad management have assured the settlers they will be able to ship their 1913 crop over the new road.

Southey, though now only a town of five years, is feeling the effects of these operations. Its three elevators of 85,000 bushels capacity, handled 400,000 bushels of grain in 1910, and with the immense amount of new acreage they handled about 700,000 bushels in 1912. It is safe to predict that Southey will soon rank in the million bushel class. Highly productive lands, such as those tributary to Southey being farmed by high-class American settlers, must soon double and treble in value.

As a result of the colonization work near Southey in 1911 there were about 90 carloads of settlers effects unloaded at that point in the latter part of March, 1912. The Company, in accordance with its usual custom, brought these people up on its regular Settlers Train run for the exclusive accommodation of its clients. Many steam and gasoline breaking outfits were brought in. Several of them not only broke up all the land required for their own crops, but were able to turn the sod on thousands of acres for others. It is therefore safe to state that this particular district has more new land broken than any other District of similar size in Western Canada.

The Raymore-Touchwood Hills Opening

The company's colonization efforts in 1912 were directed to those sections of the Last Mountain Valley in the vicinity of Raymore and Quinton, on the Grand Trunk Pacific, known as the celebrated Touchwood Hills Mixed Farming District.

Stock growers went into the Touchwood Hills about 20 years ago. Their reports of the remarkable yields produced by the wonderfully fertile soil brought in scores of other eager homesteaders long before there was any prospect of a railroad. Many of these early settlers were from Minnesota, Michigan and also a number of English settlers. These men are now classed as the wealthy, independent farmers of the district, and glowing testimonials of their wonderful successes may be read in another portion of this booklet. The recent building of the main line of the Grand Trunk Pacific Railway means that settlers in the Raymore District will have the finest transportation facilities of any district in Canada.

The Touchwood Hills is exceptionally well adapted to grain growing, mixed farming and cattle raising. The whole region is wonderfully well watered and thickly supplied with fuel. The land is naturally much rougher than our prairie wheat lands, but, of course, this makes the country more adaptable to mixed farming. It is well wooded, and containing lakes and running streams, makes it eminently adapted for raising horses and cattle. Our best

authorities say there is a higher percentage of plant food stored in the soil of these mixed farming lands than in any other soil in the world. There is not any place on the American continent where cattle can be raised as profitably as they can on this same class of land. For dairying purposes we can grow tons more fodder corn for size, to the acre, than any other known country.

Expensive buildings are not necessary for production of best beef cattle, as many of the fattest cattle are wintered out or in open sheds.

There can be no possible likelihood of such a thing as total crop failure in such a country. The vegetation is luxuriant. The richness of this soil which Prof. Shaw has said is so uniform all through the Last Mountain Valley, has been shown by the enormous yields produced. Many settlers, as indicated elsewhere in the booklet, have raised 35 to 40 bushel yields of wheat per acre, 70 to 80 bushels of oats.

The local settlers have recently gone into dairying, as they find a ready local market for all such products, at highest prices. At present immense importations are being made from the United States of milk, butter, poultry and other small products of the farm.

The Saskatchewan Department of Agriculture Experimental Farms are now considering establishing a branch model farm in the Touchwood Hills, which will be of great benefit to intending settlers.

It is also in this Touchwood Hills District where the Company is establishing its first series of 320-acre READY MADE FARMS. Complete information about these farms will be furnished on application.

A Record and 1913 Opportunities

A real estate company to do a profitable business and make investments in an undeveloped locality that are sure and remunerative for its customers, must be large enough and in a position to bring in actual settlers. The profits of both the company and the speculator depend on the man with the plow. This is demonstrated fully by the happenings in the District where the Company will confine its 1913 colonization operations, known as the west side of the Lake, embracing the territory tributary to the towns on the new Colonsay Branch of the Canadian Pacific, viz.: Amazon; Simpson, Imperial, Stalwart, Liberty, Penzance, Holdfast, Dilke and Kedleston.

In 1910 this district was a vast expanse of prairie, sparsely settled, and the homesteaders were obliged to haul their grain 25 to 40 miles. Our Company took a block of about 40,000 acres and sold it out mostly to actual settlers during 1910. At that time the C. P. R. Colonsay Line, referred to above, was just surveyed. The same rapid development which has been made elsewhere, also transpired here. Construction work started late in 1910 and by snowfall of 1911 the road was practically completed and ten new towns located. In what was raw prairie two years ago the town of Imperial is now located with its sixty lines of business and a population of about 500 people, which is steadily increasing. Very few districts have had more genuine progress than the West side of the Lake. Business men looking for new locations knew what we had done in the other portions of Last Mountain Valley where new railroads had been built during the last eight years, and the same rapid growth and success which has followed the founding of Imperial, has also been duplicated in each of the other towns named.

We will offer this year for sale in this district, a block of about 50,000 acres directly tributary to all of these good towns, so that the prospective purchaser this year is able to make first-class selections of land near good markets, while prices are low. Lands we sold three and four years ago have doubled in value. It is no boom; it is simply a healthy, active demand, created by development. All these lands will continue to advance until they get somewhere near their actual value from a productive standpoint, which is at least \$100.00 per acre.

VALEPORT, the Company's shipping headquarters on the south end of Last Mountain Lake, will be used as the distributing point for our 1913 excursion parties, as it will be convenient to go from that point up the Touchwood Hills District, via the Bulver Line.

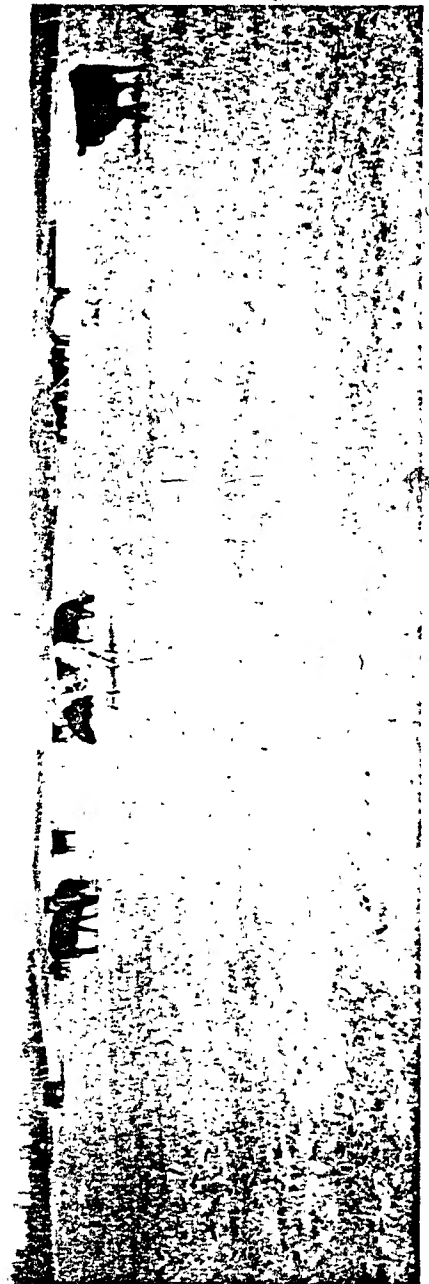
Surface

The surface of the Last Mountain Valley land varies considerably, as is to be expected in a district fifty by sixty miles in extent. Small parts of it are level. Others are gently undulating to slightly rolling, while in yet others the land is of a more rolling character. Thus the Company is in a position to suit all tastes. The experience of the farmers throughout the whole of Saskatchewan ever since it was first farmed—an experience confirmed by many years of practical farming by the president of the Wm. Pearson Co. Ltd.—is that, taking one year with another, results obtained from the undulating or rolling land—soil and other conditions being equal—average better and higher than those from absolutely level prairie. The Government Records from the Department of Agriculture fully bear out this statement. In the Last Mountain Valley, as in other parts of Saskatchewan, this holds true. The records since earliest

will show that, averaging one year with another, the rolling produces a crop that is earlier, surer, just as abundant, and more profitable than the absolutely level prairie. The reason for this becomes evident on reflection. To begin with, the winter's snow disappears earlier from rolling than from level land, and this means that the farmer can get at his season's work fully a week earlier than can his neighbor who owns absolutely level prairie and is thus enabled to sow his grain that much sooner. On the rolling land, too, the soil is generally sharper and warmer, and contains more phosphates than the dead level prairie, where the land is usually fatter, colder and with slower ripening qualities; so that the crop on undulating or rolling land is ready for the binder a week or ten days ahead of that in flat districts. The advantages of rolling land with its quick natural drainage, in seasons of more than usually heavy rainfall, are so obvious as merely needing to be mentioned.



Many of the fattest cattle are wintered out or in open sheds—Mixed farming pays in Last Mountain Valley



A ranching scene in the Celebrated Touchwood Hills 45 this District grain raising is also very successful

Live Stock

The Last Mountain Valley offers exceptional opportunities to the stockman. Everywhere the best native grasses abound, and the condition of the stock running on them is evidence of their value. These grasses must soon disappear under the furrow, but will be succeeded by more valuable cultivated or "tame" grasses. The nature of the soil in the Last Mountain Valley is such that alfalfa and all the clovers will do well there. There is plenty of live stock, a condition which always means good growth of exceptionally nutritious forage. With plenty of pasture and clover, hay, peas, barley and oats; with abundance of stock and with ample water available, there is no room left to doubt the growing of all classes of live stock, on a safe and profitable basis, will soon be one of the big industries of this district.

The Touchwood Hills country is well wooded, and containing lakes and running streams, makes it eminently adapted for raising cattle and horses.

Rainfall

The most fertile land, the most enjoyable climate, are not sufficient to raise good crops without an adequate supply of moisture. In the Last Mountain Valley, as in most parts of Saskatchewan, the precipitation of moisture is ample for the profitable production of its staple crops. Owing to the cool summer nights and the absence of hot winds, evaporation does not proceed so rapidly as in the States, and consequently less moisture is required to mature crops.

Mr. Angus McKay, the director of the Dominion Government Experimental Farm at Indian Head, says that 10 inches of rain during the growing season is ample. The average throughout western Canada is 20 inches, and in the Last Mountain Valley, owing to the mountain on the east and the presence of the big lake, the rainfall is heavier than in other portions of Saskatchewan. At the Beaver Hills Meteorological Station, the nearest to the Last Mountain Valley, the records for five years show a rainfall of 22.2 inches, and at Qu'Appelle, at the eastern side of the valley, the average for thirteen years is 18.61 inches. This is as good as thirty inches in Kansas or Nebraska.

Only a small portion of the precipitation comes as snow. The bulk of it comes in April, May, June, July and August, the months in which it will do the crops the most good. Often a late snow storm comes at the end of March or the beginning of April, and is more beneficial than a rainstorm at that season.

Water

Good soil without water is useless. Wells of purest water, entirely free from alkali, are easily obtained, the average depth for the whole district being 20 to 30 feet. Springs are also to be found, and with the numerous fresh water lakes and streams, the settler is assured of plenty of good water at all times.

Elevators

The proof that the Last Mountain Valley is one of the finest wheat districts in the world is afforded by the great elevator facilities to be found in it. Grain companies don't build elevators unless there is grain to be handled—that goes without saying. Yet at almost every one of the forty railway points in the Last Mountain Valley there are one or more grain elevators—sometimes four or five. The total elevator capacity of the Last Mountain Valley at the time this book was written (early in 1913) is the enormous amount of 3,058,500 bushels, as compared with 1,366,000 bushels in 1909, more than double in two years. Following is a list of the towns in the district with the number of elevators at each place and total capacity.

Town	No. of El.	Cap. in Bu.	Town	No. of El.	Cap. in Bu.
Aylesbury	2	55,000	Liberty	2	55,000
Bethune	2	50,000	Lipton	4	106,000
Bulyea	3	86,000	Lumsden	4	118,000
Craik	4	140,500	Markinch	3	87,000
Craven	3	95,000	Marquis	4	111,000
Chamberlain	2	60,000	Nokomis	5	160,000
Cupar	4	115,000	Penzance	3	25,000
Cymmeric	2	60,000	Punnichy	3	30,000
Davidson	4	95,000	Quinton	2	60,000
Dilke	1	25,000	Raymore	2	60,000
Dysart	2	55,000	Simpson	3	75,000
Disley	2	60,000	Strassburg	3	93,000
Duval	3	95,000	Southey	3	85,000
Earl Grey	3	95,000	Semans	3	100,000
Findlater	1	25,000	Tate	2	60,000
Girvin	3	75,000	Tuxford	4	148,000
Govan	4	119,000	Undora	1	30,000
Holdfast	1	25,000	Venn	2	60,000
Imperial	3	90,000	Watrous	3	90,000
Keeler	3	85,000			
Total					3,058,500

The Soil of the Last Mountain Valley

Land that Pays for Itself in a Single Season"

—Prof. Thomas Shaw

Next to accessibility—for the most fertile land in the world is useless unless its products can be gotten to where people can buy them—the most important thing to look for in the selection of a farm is the soil. The soil of the Last Mountain Valley will bear—will challenge—comparison with that of any state in the Union. It is doubtful if any portion of the continent can show so large an area of fine farming land, as is to be found in the province of Saskatchewan, and the Agricultural Department returns show that the Last Mountain Valley lands are right at the top of the list. It is the vegetable and alluvial accumulation of centuries waiting to produce competence to him who will till it. The top soil is a dark chocolate loam, from eight inches to two feet thick. When wet it looks almost black. It is mellow and kindly and easily worked. It contains extraordinary proportions of nitrogen, phosphoric acid and potash—the foods of the cereal.



PROFESSOR THOMAS SHAW

The highest authority in the world, Professor Tanner, the great English Agricultural chemist, has issued a statement in regard to the Western Canada soil, and he classes it as the richest in the world for the production of No. 1 Hard Wheat. Beneath this incredibly rich top soil is a loamy marl from two to three feet thick. It is also rich in plant foods and its mellowness and warmth make it an ideal subsoil for all kinds of crops, the roots of which can penetrate with ease to a permanent water supply. It is so porous that one can dig it without difficulty several feet beneath the surface.

Beneath this loamy marl is the subsoil proper, a strong yellow clay of great depth and substance. This subsoil is not a cold blue clay, such as in many districts is detrimental to growing crops, and such as in dry times causes the soil to crack very badly, thus allowing the moisture to escape at the very time it is needed. A marl clay subsoil, such as that underlying the Last Mountain Valley containing as it does, much lime and a small percentage of limestone gravel scattered through it (this sometimes appears on the surface) indicates a very warm and sharp soil, a soil that in dry weather does not crack but runs together, thus preventing the escape of needed moisture, and in wet weather does not bake and thus injure the growing crops.

The Last Mountain Valley soil produces a very stiff and extremely rich golden-colored straw, the strength of the land going to the head. It gives a very heavy fruitage. Most of the heads have three rows of grain filled on either side—sometimes four—which accounts for the big yields off an apparently only normal growth of straw.

Of course in a country containing soil of the nature described, there is a small percentage of surface stone, mostly of a limestone character, but not more than are necessary to provide basements for necessary buildings. One feature to which attention should be called in this regard is the fact that stones do not "grow" in the Last Mountain Valley—that is, they are not heaved up by the frost season after season. When once a man gets whatever surface stone there may be on his land taken off, he is through once and for all. From fifty cents to \$1.50 an acre would cover the cost of removing these in the most stony sections.

Prof. Thomas Shaw, America's foremost farming authority, has made several personal investigations of the soils in western Canada. His opinion of the Last Mountain Valley, was published in the "Orange Judd Farmer," some time ago, and we quote the more important facts contained in his statements. He says:

The lands, chiefly prairie, wherever they have been tested have shown a wearing and a producing power that is almost without parallel in the Canadian West. Not a few of the farmers in the Last Mountain Valley have paid with one crop for the land that grew it, in a single year. This will not seem incredible when it is remembered that 40 bushels of wheat per acre have frequently been cropped.

What is there in the soil that enables it thus to produce?

The uniformly high production of grain in this area is not accidental. It comes from certain peculiarities of soil. These belong in part to the surface soil and in part to the subsoil. The surface soil, from brown to black in color, is sufficiently light to work easily. The subsoil is a chocolate-colored clay which is evidently marly in its composition. In some places this characteristic of the under soil is also found on the surface. Below this marly under soil is a deep strata of clay, but not so stiff in texture as to prevent the passage of water through it. These characteristics of soil and subsoil give to it great wearing power, as it is heavily charged with the more important elements of production. They protect it from excessive wetness should it occur, owing to the ready passage of water downward—a fact which goes far to explain why water is found abundantly in many places not more than 20 feet from the surface. They also protect it from injury by drought, owing to the extent to which water rises from below through capillary action. They also tend to shield the crops from injury by frost. The surface soil warms readily in the spring. This means relatively early growth in the crops, early maturity and early harvesting. When looking over this area on August 14th, 1909, some of the wheat was harvested, which was fully ten days in advance of the crops in many other areas.

The wheat crop of the present year will undoubtedly go beyond 25 bushels per acre. Some fields would run from 30 to 40 bushels. This, of course, is above the yield in average years; but even in off years production has not gone below 15 to 17 bushels per acre. Oats yield as bountifully in proportion as wheat. The same holds good of flax, barley and speltz. Winter wheat has apparently not been tried, but the prospect for growing it with success is certainly good, providing it is grown in a correct way. The moving of the crop is also easily accomplished, owing to the many roads that traverse the country.

This region also has distinct advantages over many other areas, as a live stock country. The evidences of this are seen in the fact that a part of the area is a park country, that water is readily and abundantly found, that legumes will undoubtedly grow in fine form, and that fodder corn can be grown with complete success. The peculiarities of the soil specially adapt this region to the growth of alfalfa and also to the growth of clover. The subsoil is peculiarly adapted to the growth of alfalfa; but inoculation may be necessary before either will grow at its best. The crops of field roots that were growing on the land were excellent. It is questionable if better corn crops can be grown in any part of Saskatchewan. The soil is so quick that the early start given the corn is peculiarly helpful to its early maturity. The Canadian field pea will also grow in finest form. As the climate is dry after harvest, swine may be made to harvest them. The soil will be thereby enriched. The same result will follow from growing clover and alfalfa. Owing to the peculiarities of the soil the growth of straw is not excessive, but the production in proportion to the straw is unusually large. The humus put into the soil by legumes will not readily result in overgrowth of straw as it does in some localities.

Much of the land is taken, but much is still unsold. The Company have advertised it as "the land where a single crop often pays for the farm on which it grows." That statement may seem far-fetched, but it is certainly true. Some crops came under our notice that would approximate 40 bushels per acre. Wheat is now \$1.00 per bushel. Forty bushels at 80 cents gives a return of \$32.00. Even 30 bushels at 80c gives a return of \$24.00. The calculation is easy. (Signed) THOS. SHAW.

PURE WATER---HEALTHFUL CLIMATE



The prevailing land hunger. A procession of American home-seekers on an inspection trip of the company's lands.

Prices and Terms

Our prices, average \$27.00 to \$35.00 per acre, a few pieces adjoining townsites being at a higher figure. Terms of purchase are as follows:

One-fifth cash, \$2.00 per acre one year from date, and the remainder in four equal annual installments, with interest at six per cent.

To the man who will undertake "Cultivation Conditions," we make special terms, viz.: Five dollars per acre cash, \$1.00 per acre payable November 1, 1914; \$2.00 an acre payable November 1, 1915, and the remainder divided in four equal annual installments, with interest at six per cent. The Cultivation Conditions bind the purchaser to break at least 60 acres per quarter section in each of the years 1914 and 1915.

On our ten payment lands the regular terms are, one-tenth cash; balance divided in nine equal annual installments, with interest at six per cent.

To the man who will undertake "Cultivation Conditions" on the so-called ten payments lands, we also make special terms, viz.: one-tenth in cash, \$1.00 an acre payable November 1, 1914, \$2.00 an acre payable November 1, 1915, and the remainder payable in seven equal annual installments, with interest at six per cent. The Cultivation Conditions on this class of land bind the purchaser to break at least 40 acres on each quarter section during each of the first three years, 1914, 1915 and 1916; or 30 acres for each of these years, providing he has 5 head of milch cows in lieu of the extra 10 acres.

In any case, if purchaser chooses to pay half cash, or more, at date of purchase, we make a discount of fifty cents an acre.

Don't be misguided by land companies who offer you all kinds of inducements to get you on their excursion and then charge you all you will stand for their lands. We don't have to offer such inducements to get settlers into the prosperous community we have in the Last Mountain Valley. Ask our agent to show you our printed price list, and then compare them with the prices offered you by other companies. We are a one-price house. One price to all! The only Canadian land company selling lands on a printed price list. No land agent can "slip one over on you" by charging an extra price for himself, as so often happens by agents representing unscrupulous land companies, of which we are sorry to say there are many operating.

Cost of Tools and Live Stock

Rural implements in the Last Mountain Valley are at prices somewhat higher than in the States. The following prices have been quoted by one of the largest manufacturing implement firms in Canada. They are the regular listed prices at Strassburg, and can be relied on not to be exceeded.

Disc Harrow, 8 ft.	\$ 44.00
Cultivator, 9 ft.	61.00
14 inch Stubble Plow	21.00
16 inch Stubble Plow	23.00
Breaking Plow, 16 in. 3 Horse Sulky	59.00
3-Section Harrow	15.75
Farm Wagon, 3 in. tire Common	100.00
Road Wagon	75.00
Mowing Machine, 5 ft.	57.00
Rake, 10 foot	36.00
Binders, 6 feet	150.00
20 Shoe Seed Drill	118.00
Bobsleigh 2 1/2"	39.00
300 lb. Cream-Separator	65.00
1 Team of Horses	\$450.00 to \$650.00
1 Cow	\$50.00 to \$ 60.00

The following estimate will give an idea of the money required for stock and equipment to make a really good start in the Last Mountain Valley.

1 Set of Harness	\$ 32.00
1 Wagon	75.00
1 Sleigh	39.00
1 Breaking Plow	59.00
1 Stubble Plow	21.00
1 Set of Harrows	15.75
1 Disc Harrow	44.00
1 Shoe Drill	118.00
1 Mower	57.00
1 Rake	36.00
1 Binder	150.00
Other Implements and Tools, say	75.00
	\$721.75

or say \$725.00 for an entire outfit of implements, outside of horses and other stock.

To this total must be added the cost of house, stable and other necessary buildings. Price of lumber is in most cases somewhat higher than in the States, ranging from \$25.00 to \$30.00 for dimension lumber, and other finishing stuff in proportion. These will vary with the means of the settler, and may cost anything from \$25, for a lumber and sod covered house, to thousands of dollars. The man who has the above, or superior equipment—as have thousands of American settlers—and can land on his half section early in the year, with sufficient capital with which to put up his buildings, to provide for his first deferred payment, and to keep him until his crops come in, is on the high road, with reasonable care and industry, to competence.

It should be borne in mind, too, that the estimate given above is for a practically complete outfit, and everything the best of its class. Many settlers do, and do well, with much less. They buy walking breaking plows, instead of sulkies, and do without road wagons, buy a "combination" instead of separate breaking and stubble plows, do without either a disc harrow, hire their hay mowing machine by days work, and thus cut the above estimate by at least one-third.

Canada is the Only Country
(Extract from speech before an International

Americans to Emigrate to.
(men on the North American continent.)

General Results

The reader who has carefully read this little book thus far will by now be saying: "All right! The climate of Last Mountain Valley is ideal for wheat growing. The rainfall is ample. You have abundant means for getting your products out to a profitable market. Your soil, you say, is the quickest and most favorable for the perfect development of the wheat plant. All the conditions, therefore, should point to good yields. Now, tell us about results!"

First, let us take general results throughout Saskatchewan and Manitoba, and afterwards deal more particularly with the Last Mountain Valley. Look first at this statement, copied from the official returns of the Provincial Government, as to the growth in area and production, and of the annual averages of wheat in the Provinces of Manitoba and Saskatchewan.

Wheat Crop, Manitoba

Year	Acreage	Bus. per Acre	Total Yield
1900	1,457,396	8.90	13,025,252
1901	2,011,835	25.10	50,502,085
1902	2,039,940	26.00	53,077,267
1903	2,442,873	16.42	40,116,878
1904	2,412,235	16.52	39,162,458
1905	2,643,588	21.07	55,761,416
1906	3,141,537	19.49	61,254,130
1907	2,789,553	14.22	39,688,266
1908	2,856,640	17.28	49,255,539
1909	2,620,000	17.32	45,000,000
1910	2,962,187	13.47	39,916,391
1911	3,339,072	18.29	61,058,786
1912	2,823,362	20.7	58,433,579

The story of what the Province of Saskatchewan has done in wheat growing is summarized in the following official figures:

Wheat Crop, Saskatchewan

Year	Acreage	Bus. per Acre	Total Yield
1900	412,864	9.75	4,028,294
1901	504,697	25.37	12,808,447
1902	625,758	22.30	13,956,850
1903	837,234	19.14	16,029,149
1904	965,549	18.95	16,875,537
1905	1,297,132	24.04	31,218,000
1906	1,730,586	21.40	37,040,098
1907	1,971,099	14.04	27,691,601
1908	2,574,058	18.34	43,539,608
1909 (Bumper Crop Year)	4,085,000	22.11	90,215,000
1910	4,664,834	15.58	72,667,000
1911	5,232,248	18.50	96,796,588
1912	5,384,092	19.90	107,167,700

Some Comparisons

Compare these records with the best and the largest wheat growing State in the American Union—the State of Minnesota. Compare them with the general wheat average of the whole United States. The comparison will set you thinking, and will demonstrate the unquestioned supremacy of Western Canada for wheat growing.

Year	Minnesota	Iowa	Kansas	Indiana	N. Dak.	All U. S.	Saskatchewan
1900	10.5	14.3	17.7	2.93	4.9	12.3	9.75
1901	12.9	15.3	18.5	15.37	13.1	15.0	25.37
1902	13.9	13.0	10.4	16.97	15.8	14.5	22.30
1903	13.1	12.6	14.1	12.00	12.7	13.3	19.14
1904	12.8	9.1	12.4	10.58	11.8	12.5	18.95
1905	13.3	14.4	13.9	16.98	14.0	14.5	24.04
1906	10.9	15.0	...	19.01	13.0	15.5	21.40
1907	13.0	13.0	...	14.58	10.0	13.2	14.04
1908	12.8	15.4	...	15.90	11.6	13.2	18.34
1909	16.8	15.3	13.0	16.30	13.7	15.4	22.01
1910	16.0	21.0	14.2	15.60	5.0	13.9	15.58
1911	10.1	16.4	10.7	14.07	8.0	12.5	18.50
1912	15.5	19.8	15.5	8.00	18.0	15.9	19.90

The figures for the States mentioned were secured from the official publications of the State Departments of Agriculture, those for the whole United States from the Department of Agriculture at Washington, and those for Manitoba and Saskatchewan from the published crop bulletins of the Provincial Government.

Last Mountain Valley Results

The foregoing schedules show general averages but they do not give the more settled districts, such as Last Mountain Valley, full justice, and to confirm the glowing reports of enormous crops raised in that particular district three Threshermen's reports are shown below.

REPORT No. 1. (This Report only shows Averages.)

	WHEAT				OATS	BARLEY
	New Land	Summer Fallow	Stubble	Fall Plowing		
Robt. Hosif	33 1/2	50	...
Wm. Mischpeter	30	20	50	...
Heinrichs Mars	30	30	20	20	50	...
Jos. Buchan	30	...	15	20	55	...
F. Binnie	38	29	16	20	50	36
Wm. Tingey	37	37	...	16	52	...
John C. Munroe	34	30	...	23	55	...
Jas. Sinclair	30	27	...	15	60	...
Chas. McMillan	26	...	22	...	80	...
J. S. P. McClughin	35	...	20	20	65	50
John A. Lewis	30	30	...	22	60	...
Richard Kells	33	33	22	...	53	50
Thos. L. Muirhead	40	...	20	...	60	40
Wm. Couatts	45	35	...	20	60	35
Julius Schwandt	40	30	...	23	52	...
Cyril Edmundson	35	25	21	20	50	...
D. H. Coppans	38	30	73	...
A. H. Foster	33	...	26	26	55	...

REPORT No. 2.

NAME	WHEAT			OATS		
	Total acres	Total yield	Average per acre	Total acres	Total yield	Average per acre
Ross Bros.	100	2800	28.00	35	1400	40.00
H. Shrader	50	4100	22.00
J. McLughan	215	5000	23.25	35	2000	57.14
W. R. Blake	60	1100	18.33	15	340	22.66
H. McEwen	100	2225	22.25
J. McKenzie	125	3120	24.95	20	390	19.50
G. Sinclair	40	1025	25.62
J. Grant	80	1920	24.00	20	720	36.00
D. McKenzie	55	1455	26.45	15	640	42.66
J. McKenzie	50	1155	23.10
Wm. Storey	35	900	25.71
Totals	910	21800	23.95	140	5490	39.21

REPORT No. 3.

NAME	WHEAT			OATS		
	Total acres	Total yield	Average per acre	Total acres	Total yield	Average per acre
S. Arnott	212	6742	31.81	90	6400	71.11
Jacob Frank	205	6424	31.34	30	2024	67.46
D. McPhail	150	4126	27.50
C. Applegate	265	8098	30.41	50	3400	68.00
A. McCullough	100	2856	28.56	10	400	40.00
D. Young	200	6161	30.80	20	1134	56.70
W. J. Hammill	60	1592	26.53	70	3228	46.10
J. T. McNee	180	5643	30.35	50	3666	73.32
Geo. Skeene	130	3010	23.16	15	512	34.13
Lefevre Bros.	150	4000	26.66	20	960	48.00
J. Dock	80	2260	28.25	20	1185	59.25
Totals	1732	50732	29.29	375	22909	61.09

"Is Your Farm Too Small? Buy a Bigger One" Lowest Price in the LAST MOUNTAIN VALLEY



Party of Landseekers from United States, enroute to Last Mountain Valley in the Company's private cars

Only twice since 1866 has the average wheat yield of the United States exceeded 16 bushels per acre. In twelve out of these 45 years the average was less than 12 bushels to the acre. As against this Western Canada has had only one crop—that of 1900—that yielded less than 12 bushels to the acre, and seven crops that yielded over 20 bushels, and three crops that did better than 25 bushels.

Statistics are the best proof for the reputation established that Last Mountain Valley is in "the heart of the world's hard wheat belt." There are thousands upon thousands of men farming in Western Canada who never knew anything about tilling the soil until they located on a homestead or bought a farm—city men who could not hitch up a team, could not hold a plow, could not set up a stook, let alone build a stack. These men learn, but while they are learning they make many mistakes. They "break" their land in August or October, and expect it to be a mellow seedbed in April, and are surprised at having a poor crop. The Last Mountain Valley contains its own proportion of these settlers—men from English and other cities, clerks, artisans and tradesmen who have the whole business of farming to learn. They are doing finely—many of the most successful farmers there today ten years ago couldn't tell the difference between a breaking and a stubble plow. But, while they are learning to farm, sometimes by making mistakes, they don't help a district's average crop yield. So that, when it is remembered that the figures quoted are only averages, and that they include the results of much poor farming, it becomes obvious that under skillful operation the country can do much better.

Grain Yields

At the Dominion Experimental Farm, at Indian Head, at the Southern edge of the Last Mountain Valley, 25 varieties of wheat were tested. The highest yield was 50 bushels, 20 lbs.; the lowest 35 bushels and 45 lbs. per acre. Red Fyfe, the standard wheat of the country, averaged 43 bushels 5 lbs. The weight per bushel varied from 61½ to 65½ lbs. The weight of the Red Fyfe was 62½. The time of maturing of these 25 varieties varied from 115 days (Preston) to 125 days (Red Fyfe) and 130 days (Blue Stem), the rapidity of development being occasioned by the long hours of summer sunlight.

People are apt to be skeptical of results obtained on experimental farms, because the ordinary farmer cannot, as a rule, hope to work under such favorable conditions. But there are many wheat farmers in Last Mountain Valley who get as good results as those obtained at the Institution. Many cases can be quoted of 30 bushels crops in favorable years; and even 50 bushels. Thomas Fox, of Marieton, averaged 64.06 bushels of wheat over his whole farm in 1905. The average of E. J. Meilicke, of Dundurn, at the Western edge of the Last Mountain Valley, for the same year, was 41.26 bushels over 1,100 acres of crop.



A Last Mountain Valley field of wheat that yielded 51 bushels to the acre. Eight years ago this farmer was a stone mason in England, and today he owns 12 quarter sections of land. His 1911 general average was 42 bushels per acre. This scene shows one of our big custom parries, taken Aug. 5, 1911

You Would Like to Hear from the Settlers

A FEW STORIES OF SUCCESS

Our belief in the Last Mountain Valley is not a make-belief. We believe in the Last Mountain Valley because we KNOW it. We knew it when it was a grassy wilderness, when there was hardly a bushel of wheat grown within its whole area. We have watched it year by year for eight years until now it has become widely known in the United States, Eastern Canada, and England as the best wheat growing district in America. We are naturally proud of our proposition because long before others knew of it we believed in it, and because it has more than justified our early expectations.

Nevertheless it is fine to have other people coming around to our opinion, as demonstrated by the testimonials on the following pages. We have hundreds of similar letters. We doubt very much whether any other land company ever had such a collection of letters.

Evidently these men were satisfied with the Last Mountain Valley. They were influenced to buy because they found the district stood for just what we represented it to be—and more.

Would it be possible for us to secure personal letters of commendation from such representative men as these for any consideration except the absolute proved merit of our proposition? Do you believe that the opinions of these men are worthy of your consideration?

Take first the testimony of the settlers in the mass. Here is a quotation from the petition of the Last Mountain Valley farmers in 1904 to Wm. Whyte, Vice-President of the Canadian Pacific Railway, praying for a further extension of their Kirkella line from Lipton through the Last Mountain Valley, and asking that the same be constructed to run between Last Mountain and Last Mountain Lake, instead of north-west from Lipton.

"We have no hesitation in expressing our belief from what we have seen of this district that the Last Mountain Valley, when fully developed as a wheat growing locality, will be easily equal to the Indian Head country or the Portage Plains. Fully ninety per cent. of it is good arable land. The quality of wheat produced is excellent. The average yield of wheat for several seasons has been well over 25 bushels to the acre, and the bulk generally grades No. 1 Hard and No. 1 Northern."

After examination of the locality in question, the Canadian Pacific Railway authorities were so impressed with the value of this section of the country that they deflected their line through the district in question, thus making a sharp right-angle instead of building on a direct route. As this meant some 25 or 30 miles longer line than than originally contemplated, we can adduce no better proof of the opinion of that corporation.

Since that time the valley has unfailingly maintained its fine reputation. Its advantages of location, of soil, and of surface are such that it pulls successfully through poorer seasons, and beats records when other districts merely do well. When other parts of Saskatchewan have 20-bushel crops, the Last Mountain Valley keeps along with its 25-bushel average.

No better proof of a district's fertility can be found than the actual yields of grain of named farmers therein.

As High as 50 Bushels! I came here in 1888, and have lived ever since near Strassburg.

I do a considerable amount of threshing around here, and the average of wheat for the whole neighborhood since 1888, as near as I can calculate, is about 30 bushels to the acre.

The average has ranged from 20 to as high as 50 bushels. This year my average was 24 bushels.

I have successfully raised cattle and horses, and cannot speak too highly of the native grass and hay. I have fed all winter from oat straw, and both cattle and horses always come out fat.

I consider that I have prospered as well as anyone could reasonably expect, and think very highly of this district.

W. SCHWANDT,
Strassburg.

One Frost in 24 Years. Having been in the country since 1886, and located all the time on the one farm I can speak from 24 years' experience. I had very little to start with, but the country has proved all right for me. I own between eight and nine hundred acres of land and I have engaged in both stock and grain raising. The last two years my crop has averaged 25 bushels wheat all over and fresh land and summer fallow went well over 30 bushels, and for the last fifteen years an average wheat yield cannot have been under 20 bushels per acre. This is an excellent stock country, and horse raising especially is very profitable. I can honestly recommend this section of country to any intending purchasers as there is lots of scope for men of energy and business ability. I have had only one crop touched with frost during the 24 years.

ROBERT FOX,
Strassburg, Sask.

A Ten-Year Record. Adolph Christoph started in 1888, with a yoke of oxen on a homestead. He now has 960 acres of land, 14 horses, 60 head of cattle, 2500 bushels of grain on hand, fine house, good barns and no liabilities. He has started a son and son-in-law on farms of their own. Mr. Christoph states that even in the bad year of 1900, he had 16 bushels to the acre.

Started Homesteading—Now Owns 1000 Acres. Mr. A. A. Downey says:

"The soil is the finest I ever saw, and contains a very large percentage of bicarbonate of lime. The gently undulating country affords ample natural drainage. A plentiful supply of wood for fuel can be had from the mountain a few miles to the east. I have now got almost 1000 acres of land, and have no hesitation after 25 years of farming in Western Canada, in saying that I consider this one of the best parts of the country I have ever seen, and I am well acquainted with the most favored localities for wheat-growing."

Oat Heads 18 Inches Long. Mr. Hugh McFarlane, at one time of Park River, North Dakota, says:

"I settled in the Last Mountain Valley in May, 1903. I broke up prairie in June, and sowed oats on the sod. Even this extremely crude way of farming produced a fair crop of oats; the heads being extremely heavy—many of them 18 inches long, and containing 250 kernels. I consider that I am better off with my 160 acre farm than with my 800 acre farm in Dakota."

A Twenty-two Years' Experience! I have lived and farmed near Strassburg continuously for the past twenty-two years, and am well satisfied. During all that time we have only had two failures of crops, once from early frost and once from a very dry year.

I have not kept a careful record of my averages of wheat annually, but I believe it has been 27 bushels to the acre. I believe the Last Mountain Valley district is particularly favorable to sure wheat growing. I account for this by the peculiar limestone formation of the soil and the subsoil, which cannot be equalled.

HERMAN SCHWANDT,
Strassburg

37 Bushels to the Acre—Satisfied—and no Wonder! I purchased three sections of land in the Last Mountain Valley, and have no hesitation in placing myself on record as saying that I am perfectly satisfied with this district, and that my expectations have been realized.

In 1907, I had 130 acre on 1-25-22 which produced an average of 37 bushels to the acre. This year I had 35 bushels to the acre off my breaking, but the stubble did not do so well.

I can confidently recommend anyone who is of the right stuff and has a competent knowledge of farming to come into this district.

WM. SELLER,
Strassburg.

As per your request I am writing you a few lines relating a few of my experiences in farming here in this part of Saskatchewan.

I located here eight years ago. In starting to farm I obtained quite a little information from the experimental farm at Indian Head and tried so far as I could to follow their advice and would advise anyone starting in to do the same as their experience in this line is worth a great deal to a new beginner.

The first season I came here I broke and bucked one hundred acres, that is I plowed just as shallow as I could, not more than two inches deep, and then the latter part of July I plowed it over again, plowing about two inches deeper. That is all I ever did that way as I obtained better results by just breaking about four inches deep in June and then in July thoroughly disking the ground and then dragging and packing the ground in spring before seeding. Then the next spring burn the stubble and follow immediately with the seeder and drag and pack after and never failed to obtain a good crop. I would then summer fallow this ground the next summer. I very seldom obtain good results from fall plowing, I would much rather spring plow what I could and summer fallow the balance. On spring plowing if one follows at once with packer and draw harrows so as to hold all the moisture that is possible, you are almost always sure of a crop. My experience is there is no place that a person can do as well at mixed farming as they can here in Saskatchewan, and would certainly advise anyone starting to farm in this country to get some good dairy cattle, a few good brood mares, and few head of good brood sows, and don't forget the chickens and turkeys. If possible do not start with less than half a section, as one person can do all the work, with the exception of harvesting and the profit is so much greater than if only farming one quarter section. Marquis wheat, without a doubt is the wheat for this locality as it matures so much earlier than other varieties. Timothy, western rye grass, brome grass, all do well with us.

Very truly yours,
W. E. LEWIS
Imperial, Sask.

Had Little on Arrival—Now Independent! I came into this district five years ago, being an early pioneer. I was attracted by the fine outlook for farming, am well satisfied, and have done well.

I came here with very little, but am independent now. I have a good house, stable and granary, six horses, and all necessary implements, and 282 acres under cultivation, and am confident of the result. I had a good crop last year, and my wheat gave the highest grade (No. 1 Northern), fetching 82c at Strassburg.

W. B. SNOW,
Last Mountain.

Best District of All. I came here from Ontario seven years ago and set up a homestead. About two years bought another quarter. I have never had a crop failure, and my poorest wheat average was 22 bushels per acre; have had as high as 47 bushels. This past year I had 105 acres of wheat which yielded 2550 bushels. Fifty acres of it was second year's stubble and the balance new breaking. While this is what you might term a strictly wheat country we have had good success with oats, and our yield the past year was 60 bushels to the acre. I have seen in a great many farming districts in Western Canada, but this is the best of them all when you consider the price of the land.

When I first came here I had to drive 65 miles to Cupar and 85 miles to Lipton. Since then the Grand Trunk has come through on the south and the Canadian Pacific is seven miles to the north. They have surveyed a new road which will run about two miles south of us.

Government statistics show that this district produces more wheat per acre than any other district in Canada, but in our opinion the main thing to do is to supplement wheat farming with raising cattle, horses, poultry, etc. Dairy products always find ready sale at the highest market prices. I have been experimenting with alfalfa and have met with good success.

I have had considerable dealings in the past with Wm. Pearson Co. Ltd., and have talked with a great many people who have bought land from them; their dealings have always been straight-forward and the settlers they have been bringing in here say they have always had the best kind of treatment.

S. HOGGARD,
Saline Creek, Sask.

Twenty-Five Year-Old Settler Says Best Ever. In answer to your letter re Touchwood Hills, I have been here in this district for over 25 years, having come here and lived many years without the faintest idea that this country would be settled up in my time. When first my brother and I settled here, our nearest neighbor lived 25 miles away—things have changed in a most surprising manner. We now have neighbors all around, and two railroads within comparatively short distance, two others also laid out. Land that at one time our range has raised crops of wheat, often, I believe, exceeding 40 bushels per acre and oats nearing the 100. You are aware, I have been almost entirely engaged in raising stock, and we have raised some of the finest beef cattle ever raised in Western Canada. I remember a few years ago shipping about 60 head of three-year-old steers, that had never had a rope on other than to brand them, and had, of course, never eaten anything but grass and wild hay. This bunch comprised all the three-year-olds we had, and after a drive of over 60 miles, weighed on an average of 1,470 pounds per head. I have not had much experience in tame hay personally, but a neighboring rancher of mine has had great success in broom and other tame grasses, and was a few days ago telling me that had we tried it in the old days we should never have bothered with the wild hay.

The homesteads are all taken up. The majority of homesteaders came here about four years ago, many of them, I believe, without \$10 a bill in the family. They built log houses and worked well, many of them are now prosperous farmers. Last year their wheat was the best quality, and I think the heaviest crop within a very long distance from here. This year, I know, some of the suffered from hail, but I might state during the time I have been here, this was the first hailstorm I have seen which caused damage in the district.

I consider that this part has proved it can grow the best of grain; it is exactly adapted for mixed or dairy farming, as we have abundance of the very best of water, good shelter from the clumps of trees. Further, I have noticed in every part of this country that the mixed farmer is the sure man, as it is very handy to have a few head of cattle to turn off in the fall, and butter and cheese find splendid market, as numbers of large farmers on the plains that go entirely in for grain do not even keep a cow.

Horses are a good price and find a very ready market, as it has been proved no horse stands the work and climate like the horse raised in this country. I might further add, I have traveled, I think, over most of Saskatchewan, Alberta and Manitoba, and consider for mixed or dairy farming there is no part that can rival the Touchwood Hills.

Yours Faithfully,
(Signed) WM. BRICE,
Little Touchwood Ranch, Sec 30-25-17 W. 2d
Cupar P. O., Sask.

Wm. Pearson Co. Ltd., O. K. I came here from England in 1907, driving 109 miles overland to my homestead, and brought a small shack with me, with a team of oxen. I took up a quarter section, which I have farmed very successfully. We are four brothers and altogether are farming two and a half sections. To market our first crops we had to haul 65 miles.

From what we know of Last Mountain Valley there is no other farming country on this continent that will do better than this district. While we have not yet gone into stock raising very extensively we are increasing that as rapidly as possible. The prices for horses, cattle, pigs, are the highest and as the population increases the price of live stock will steadily advance.

We are now eleven miles from the railroad, but within the next year we expect the new Canadian Pacific Railroad within one mile to the south of us. The country is developing very rapidly and the man who doesn't make a success here, it is his own fault.

The past season we have had considerable dealings with your Company and we have found your treatment O. K. in all respects.

PETER POTTS,
Raymore, Sask.

For many years I farmed near Billings, Missouri, but in 1903, realizing that I had not sufficient means to secure good homes for my boys, owing to the fact that land prices were very high in Missouri, decided to go to Western Canada. Accordingly, in the fall of that year, when crops were about ready to harvest, I made a trip through Saskatchewan which convinced me that this was the place for me. I at once located on a homestead three miles northwest of Liberty, secured homesteads for my boys, and also purchased a section of land. In 1904 I brought my wife, four sons and four daughters here.

Farming in Canada I find is just like farming in any other country, or like any other business: a good shrewd and successful farmer is mostly the man that keeps his stock in good condition; keeps his machinery and buildings in good repair; is careful how he prepares his land, to spare no labor to get the seed bed in right shape and at the right time; careful about clean and good seed. I have had wheat give as high as 50 bushels to the acre; oats 75 bushels; flax 23 bushels. In 1909 I threshed over 10,000 bushels of grain, and have had abundant crops since. I strongly recommend the Last Mountain Valley as the best district in Canada for wheat farming, as well as stock raising.

Yours truly,
WM. H. WOLFF,
Liberty, Sask.

Read What a Woman is Doing. My husband came here to Minnesota six years ago and took up a homestead. I and the family followed him year later. Since that time we have bought 320 acres and now farm three-quarters of a section. My husband died about a year ago, since which time I have been running the 480 acres.

Our wheat has averaged 30 to 50 bushels per acre, and has run as high as 40. Oats have averaged 60 to 80 bushels. And our flax has done very well, averaging 15 to 18 bushels. We have never had what you would call a failure; some years our crops are a little heavier and some years a little lighter.

The country is especially adapted for raising wheat and small grains, but at the high prices which live stock and dairy products sell at, we decided three years ago to supplement our wheat growing with mixed farming. At this time we have 11 head of horses, 10 head of milk cows, 30 pigs, and about 100 chickens. We are now receiving 35 to 40 cents for butter, 40 cents a dozen for eggs.

Anyone coming here that doesn't make good it is certainly their own fault and in the vegetable line grows quicker and better than any other place we ever in.

MRS. A. BOMBACH,
Raymore, Sask.

Quinton, Sask., December 6th, 1912

A Successful German. It is with the greatest satisfaction to see the success you are having in disposing of your lands in this district, which is so eminently suited to agriculture in all its branches.

You no doubt recollect what I told you 7 years ago (when buying this 1 section from you) in regard to these Last Mountain Valley lands and especially the, what now may be termed the Touchwood district, namely that I intended to go into mixed farming and with all my knowledge of the West I considered this spot the most suitable. We have here in this parklike country the shelter and water in the water for our stock, so that a large proportion of it, like young cattle, dry cows and horses, even pigs, are out all winter and doing very well by it, this doing away with a considerable amount of stable labor.

I have been farming in the Last Mountain Valley practically since 1886, when I moved on my first homestead, within two miles of where the town of Strassburg is situated now, and in all that time there has not been what might be termed a failure of crops, as I knew in the U. S., where I formerly lived and farmed.

While here in this district I am strictly in mixed farming, others of the settlers here are raising grain for the market, which is paying O. K.

My average in wheat has been so far about 21 bushels, oats 45 bushels per acre; barley I have sown very little, and flax, which is doing extremely well, I have never sown, so cannot say anything about the latter two.

Wheat and oats are good enough for me for my pigs, into which I am going strongly.

For hay purposes for my milk cows, I am raising timothy and red clover, which is doing well and can be grown here successfully. I am getting three good loads to the acre.

Vegetables of all kinds are doing well and I only wish some of your U. S. clients and land seekers had seen our vegetable garden this summer. I am sure they cannot produce the like down there, it would have opened their eyes as the saying goes.

Since I bought the 320 acres from you I have increased my holdings to 680 acres, and have under the plow about 300 acres. Of my wheat crop about one half I market, the other half I feed, the same with oats. While speaking of oats let me state that I have sold every year to the Canadian government in carload lots, oats in sheaves for exhibition purposes and threshed oats for seed, which fact you will know should speak highly for the quality of grain grown here in this district.

With your straightforwardness in your business dealings, you should have no difficulty in getting customers for your lands, which I consider the best in our west on account of its location. The words of Professor Macoun (I think that was the name) that "the Last Mountain Valley is the garden of the Northwest" are indeed true. If anyone wishes to invest in Canadian lands and deals with you, he cannot go wrong. I am sure, because you have the good lands to sell, and I consider your Company, under your management, the most honest and most liberal I know of, and I know a good many land companies.

With best wishes for your future success and compliments of the season, I remain,

Yours very sincerely,
(Signed) JOHN WOLFF.

Special Advantages for Mixed Farming. When I came to the McDonald Hills in 1891 nobody dreamed of railroads, farmers, threshing machines, or motor cars, and we were sixty miles from a railroad. Today there is not a homestead left in the country; the old cattle range is under cultivation, producing 45 bushels of wheat and 110 bushels of oats commonly. There are two railroads within easy reach and work is commenced on a third from Craven to Canora. Ox teams have been replaced with horses and now horses are giving way to motor cars and steam or gasoline engines. The sod shanty and dugout have been replaced by lumber, brick and stone houses and beautiful barns, surrounded with hand planted groves. Four years ago the McDonald Hills public school district was first organized, and six more have been added. The Saskatchewan government is offering inducements to the people to grow tame grasses, and this is also being of assistance in bringing back the cattle industry. The beautiful spring water, abundance of wood and hay offer special advantages to the mixed farming industry here.

(Signed) JOHN McDONNELL.

Big 10 Ranch, McDonald Hills, Sask., Sec. 30, 24, 15, 2.

Beats Renting in Iowa. I left Fredericksburg, Iowa, eight years ago, where I was a renter for years and am now the owner of 480 acres of first-class wheat land, north of Raymore. Four years ago this was virgin prairie. Today I have good buildings and stock, 300 acres cultivated and raising A. No. 1 crops. I can say this, that for what one pays rent in Iowa, they will accept as first payment on the land here, and a few crops you can own the land free. I, like many others, was scared of the climate, but can now say that myself and family like it real well. I can recommend the district to anybody.

D. S. FISH,
Copeland P. O., Sask.

Last Mountain Lake

Passing on from the commercial advantages of this wonderful district, a word should be said in regard to the pleasure possibilities and opportunities for all kinds of sport to be obtained on and around the Last Mountain Lake. Mr. Pearson has had the great satisfaction of seeing the ultimate development of the

Last Mountain Valley, in which he had the utmost confidence at the time he first visited the district when it was almost barren of settlement. The same wonderful foresight in the future of Last Mountain Lake as a summer resort is being manifested by recent operations of the Com-

A Quiet evening on the Lake

pany. At Arlington Beach they have erected one of the coziest summer resorts hotel in Western Canada, and prominent tourists who have already visited same, declare it compares very favorably with the old watering places of Eastern Canada. In connection, guests will find unexcelled opportunities for whiling away their summer vacations in boating, bathing, fishing, and various kinds of sport. On account of the favorable location of Arlington Beach it is conveniently reached from all portions of Last Mountain Valley.

At Glen Harbor the Company also proposes to erect a fine summer hotel. The Eastern bank of the Lake at this point is high. A bold headland projects some distance up the Lake and at the level top of the hill one obtains a magnificent view up and down the Lake. The finest bathing beaches on the Lake are at Glen Harbor, and a natural lagoon that with little improvement can be made into the best of harbors for sailing and motor boats.

An early explorer to this particular portion of Western Canada on a surveying expedition for the Canadian Pacific Railway (Prof. Macoun) has left a splendid description of its resources. He says: "Long or Last Mountain Lake lies in a region that has a general descent from the east extending over ten miles. The waters of the lake are sweet and pleasant to the taste and of great depth. Multitudes of fish are caught every fall by the Indians, who come down from the Touchwood Hills for the purpose of fishing. Before many years steamboats will be plying upon its waters, and the lovely land bordering on its shores will be dotted with farm houses. One of the richest tracts in the Qu'Appelle Valley lies adjoining Last Mountain, and when known will be speedily taken up by the farmers, as the much dreaded frosts of the Saskatchewan River Valley are unknown. While encamped near the head of the Lake in 1879, we had ample opportunity to examine this portion of the country. We were particularly charmed with its soil, productions and position. Multitudes of pelicans, geese, ducks, water hens, and besides innumerable snipe and plover, were everywhere in the marshes at the



Outlet River, Last Mountain Lake, just above its junction with the Qu'Appelle

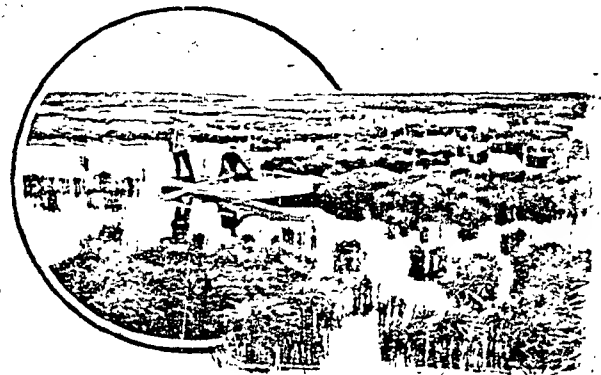
lake or along its shore, or on small islands lying to the west of our camp. Abundance of good water is found on every part of this tract, and future settlers will find that good permanent wells can be obtained at a reasonable depth on any part of the prairie."

The particular kinds of fish to be caught in the lake are pickerel, pike, white-fish and trout. They are extremely abundant and the professional as well as amateur angler will find no better opportunities for sport along this line. The fishing in Last Mountain Lake is of such importance that recently the Dominion Fish Commission made a special visit here to gather facts and data, with a view to introducing other game fish, and also interesting the local settlers and tourists in the approved method of angling, as the present custom of "catching fish" is the use of seine or trolling line.

Shooting is no less good and sportsmen come from many miles in the fall of the year to follow ducks along the shores and passes of the Lake, and parties have even come from as far distant as American cities for this purpose. In the winter, deer may be found in the district of the Last Mountain. Earl Grey, Governor General of Canada, found the shooting adjacent to this Valley so good that he has established a lodge in the Qu'Appelle Valley, which he visits every year.

In regard to vegetation and native flowers, we also quote the following from Prof. Macoun's diary: "The following notes from my journal will illustrate the flora in the vicinity of Last Mountain Lake as seen in July 1879; flowers are the most conspicuous feature of the prairie, heydsarum and various astragale vying with the hly and the vetch in their loveliness and luxuriance; often whole acres would be red and purple with the beautiful flowers and the air laden with the perfume of roses; oftentimes tiger lilies were so abundant that they covered an acre of ground a bright red. Speaking of these flowers caused me to call this region the flower garden of the north-west."

Again returning to the Last Mountain Lake: It has played an extremely important role in the development of this valley. Before the advent of the railways, the Wm. Pearson Co. Ltd., put into commission a line of steamers, established lumber yards, elevators, shipping docks, etc., at various points on the lake, and thus gave access of reaching the main shipping point on the lake, Port Pearson (formerly called Port Hyman). In 1908 the Company placed in commission the present fine boat "QU'APPELLE," capable of carrying 200 people. This boat makes regular passenger schedules up and down the lake, and is greatly in demand for picnic and pleasure parties. When present arrangements are completed there will be constructed at Valeport a 600-foot dock to be used jointly by the Canadian Pacific and the Company's steamers, in handling freight and passenger traffic.



Duck Hunting—Big Arm Last Mountain Lake

Arlington Beach

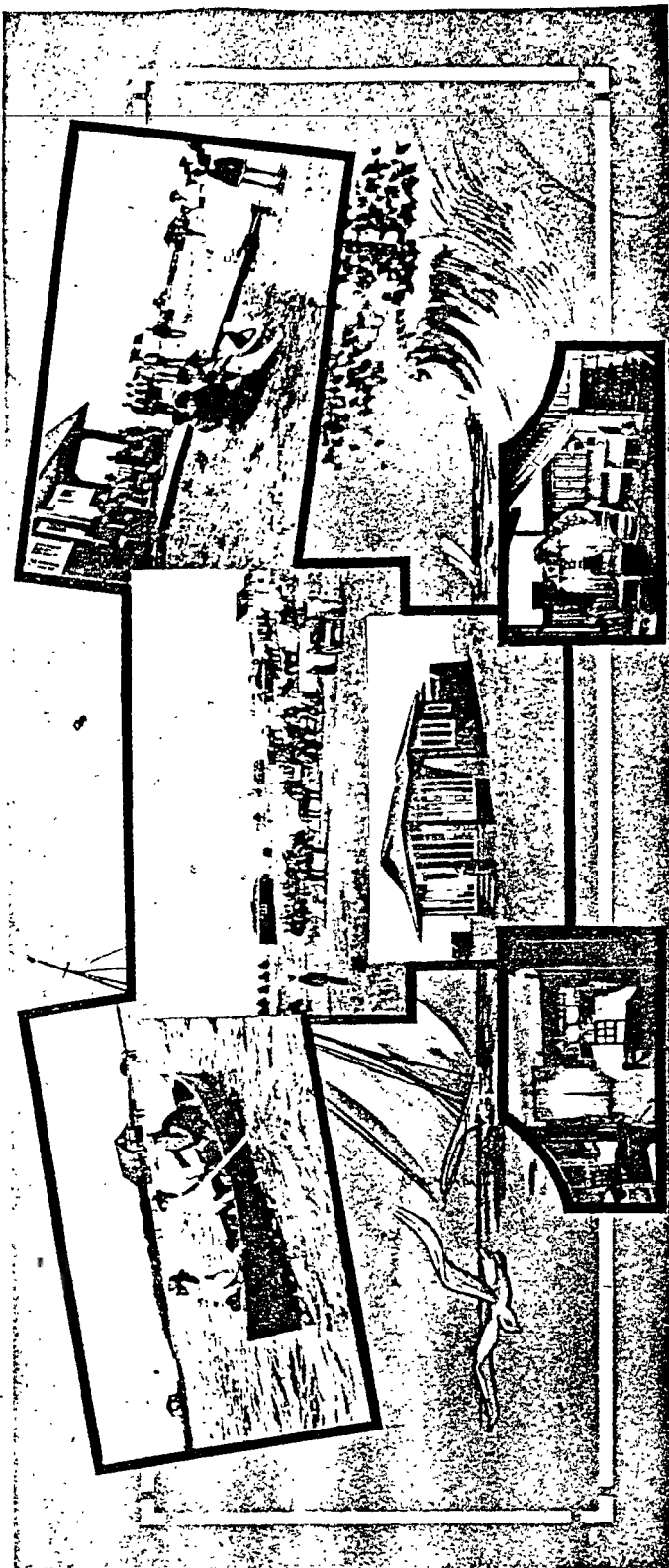
The views on pages 30 and 31 show the Company's new summer hotel at Arlington Beach, referred to on page 28. It is conveniently reached from all parts of Last Mountain Valley; either by stage from Strassburg or Govan, or by steamer. One of the finest bathing beaches is to be found here, and the opportunities for bathing, fishing, sailing, etc. are unexcelled.

The pleasure seeker from the cities and towns, as well as the tiller of the soil in the Last Mountains Valley, will soon make this one of Western Canada's most popular summer resorts.

Special literature has been published on Last Mountain Lake Summer Resorts, which will be mailed on application.

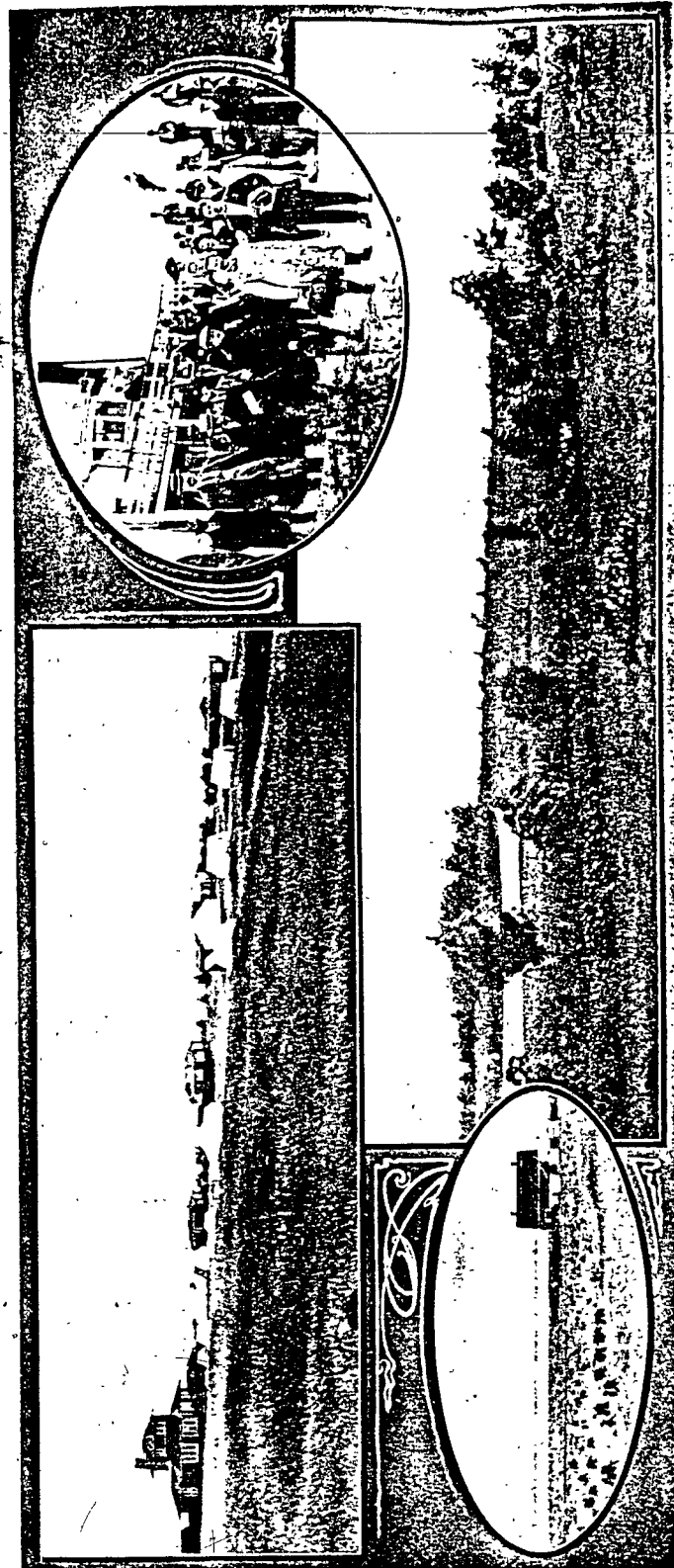
Live Near a Summer Resort

ARLINGTON BEACH LAST MOUNTAIN LAKE



Saskatchewan's Summer Resort

Some of Wm. Pearson Co. Ltd. buyers just landed from the Qu-Appelle
Summer cottages and tennis court at Arlington Beach
A typical wheat farm by the lake at Arlington Beach



The Company Its History and Personnel



WM. PEARSON

It is natural, when one thinks of doing business with a man, to want to know something about him. At any rate, we want some assurance as to the responsibility of any concern to which we are contemplating giving some of our good money. The following brief summary of the growth and development of the Wm. Pearson Co. Ltd., will therefore be of interest to those readers of this booklet who are thinking of joining the Company's excursions or of locating or investing in the Last Mountain Valley.

The controlling spirit of the Company is William Pearson, its president. An Englishman by birth, he got a sound business

training in Manchester, and came out to Canada in 1886. For twelve years he farmed and operated creameries on a large scale near Winnipeg and is thus practically qualified to handle both the commercial and agricultural side of the land business.

It was in 1898 that Mr. Pearson commenced business as a land man. For four years he was engaged in a general commission business. In the fall of 1902 he became acquainted with officers of the Saskatchewan Valley Land Company, who suggested to him the advisability of operating in Saskatchewan. As Mr. Pearson was looking for larger fields, the idea proved attractive, and a tour of investigation of that Province was made. From his previous long residence in Western Canada, and general knowledge of that country from its inception, his investigations decided him to commence operations north of Regina, in the vicinity of the present town of Strassburg, Saskatchewan. The more he travelled over this locality, the more impressed he became with the idea that this was the wheat growing portion of Saskatchewan, par excellence. The district was not located too far south or southwest to suffer from the drouth of far western States, and was not too far north to be affected by possible summer frosts. In fact, it suggested itself as being right in the very centre of the spring wheat belt of Western Canada.

Mr. Pearson named this district "The Last Mountain Valley," though in order to be geographically correct, it should have been called "The Last Mountain Lake Valley," and includes the district between the hills to the east of Davidson on the west, and Last Mountain and the Touchwood Hills on the east, having Last Mountain Lake for the bottom of the Valley. So successful were the efforts of Mr. Pearson in the work he had undertaken, and so widespread were his advertisements of this district, that all the homesteads were taken up within two years.

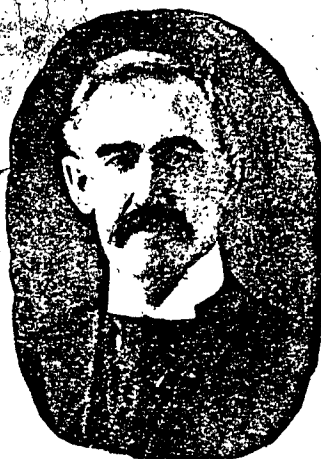
Pending railway facilities, Mr. Pearson arranged to serve the district by placing a steamer and a number of barges on the Lake. He also established a number of lumber yards around the Lake, to furnish lumber for incoming settlers until such time as railway facilities were provided. Later, a steel frame wheat barge, with a capacity of 5,000 bushels, was placed on the Lake to take care of the wheat grown by settlers on the west side of the same.

The country developed so rapidly under these auspices that Mr. Pearson found it necessary to organize a joint stock company to handle the rapidly growing business. Since that time other companies have been formed to handle its increasing volume. The Wm. Pearson Co. Ltd., is, at the present time, the successor to, and outcome of these various companies, being known as one of the largest and most successful of Canadian land companies.

This Company, with its associates, has handled in the short period of eight years in the neighborhood of 700,000 acres, and has some 200,000 acres of land yet to dispose of.

The present organization, and the rapid development of the Company, has been built up entirely as a result of judicious choice of the locality in which to operate, combined with business skill and management. The success of the Company is one of the great testimonials that can be offered to the fertility and productiveness of the Last Mountain Valley district. Throughout its career the Company has always pursued a broad policy, has endeavored as far as possible to act liberally with its purchasers, and has provided a large amount of money by way of loans to the settlers in the district. Having a half interest, or full interest, in seven or eight of the townsites through the locality, has also enabled the Company to still further promote the interests of the territory.

Mr. Pearson had in mind not only the nature of the surface of the country, but the ability of the farmers to keep up their payments on their land after they had purchased. Results have proved that he was not mistaken in this direction. Crops have been uniformly good, taking the territory as a whole, and—as threshers' returns made to the Government will bear out—the average since 1902 has been in the neighborhood of 25 bushels to the acre. This, after making allowance for a good deal of poor farming done by new and absolutely inexperienced settlers from towns and from the old country, is sufficient testimony as to its high agricultural value.



EDWARD BROWN

The Vice-President of the Company is Edward Brown, formerly of Portage la Prairie, several times mayor of that city, and one of the foremost figures in Manitoba's public life, in political and municipal affairs, and in the business life of the West. Mr. Brown's financial ability is recognized throughout both Western and Eastern Canada, and his known capacity for business affairs makes him a tower of strength to any enterprise with which he connects himself. Mr. Brown and Mr. Pearson had been associated in several enterprises in connection with the district since 1903, but when Wm. Pearson Co. Ltd., was formed he saw the time had arrived for him to take a larger and more direct interest in the

company's extended operations and within a year of the Company's incorporation he consented to become its Vice-President.

The Sec'y-Treas. and Ass't Gen'l Manager of the Company is G. H. Perkins, at one time one of the prominent business men of Minneapolis. For five years Mr. Perkins was Register of Deeds for Jackson County, Wisconsin. Removing to Willmar, he engaged in the Real Estate and Abstract Business, and was later appointed Chief Clerk in the Register of Deeds Office for Hennepin County, Minnesota. He left this to accept a position as general agent for the Minneapolis Threshing Machine Co., and thence became Secretary of the Saskatchewan Valley Land Company. On the incorporation of the Wm. Pearson Co. Ltd., he became its secretary, his knowledge of titles and cognate matters making him an invaluable member of the Company. Mr. Perkins is personally the kindest of men, as those who have to do business with his department can testify. His policy is to show all possible consideration to purchasers consistent with the proper discharge of his duties as the Company's secretary.



G. H. PERKINS

Come where You Will Have Good Neighbors

Land will double in a few years



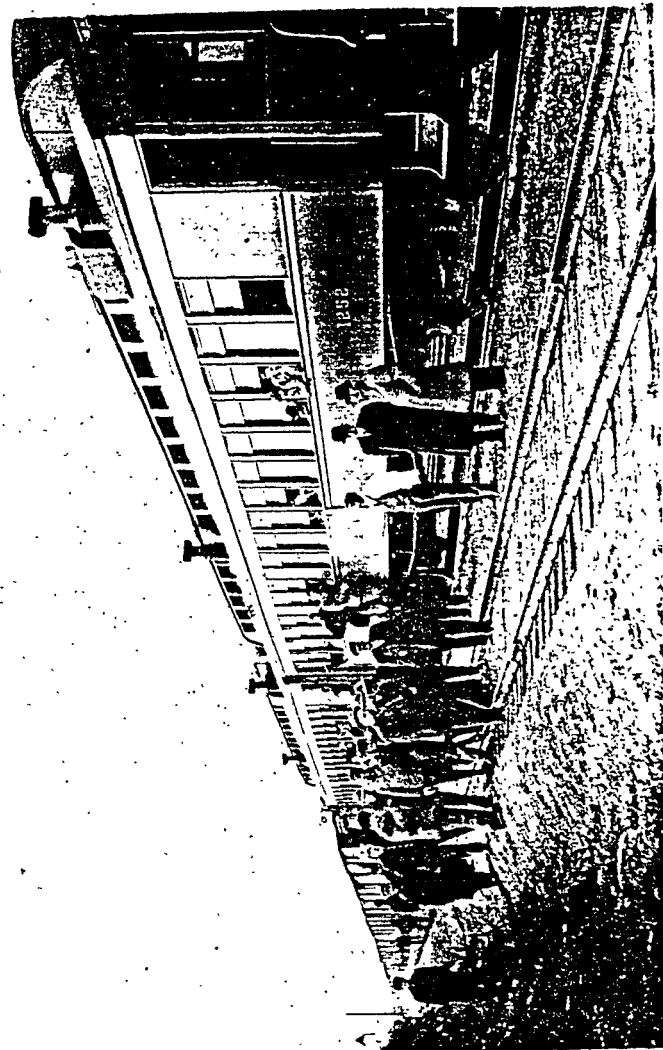
Wheat Scene in the Park County of the Tour hwood Hills. The soil here is the best in Canada. The Groves which are easily cleared provide fuel and give excellent Shelter for Cattle.

Settlers Trains

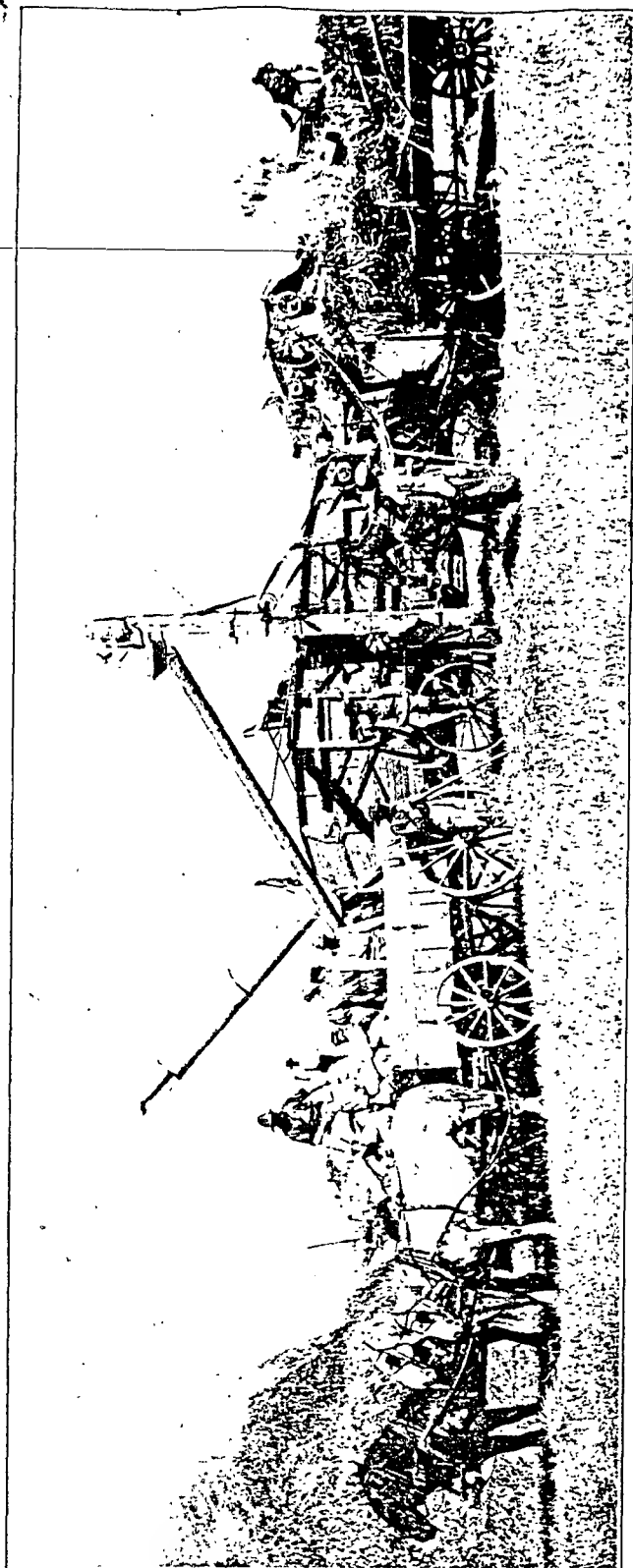
The Company, as a business policy, has found it profitable to look after the interests of its clients, and, being a strictly colonizing concern, it is in our interest not only to sell a man a piece of land that will best suit him for his future home, but to assist him in every way possible, that will bring about success of his undertaking.

Our "Settlers' Trains," run each March, is one way in which we endeavor to help our people. The train carries sleeping cars for the women and children so that the whole family can go through on the same train. All cars are assembled at Minneapolis from various points in the United States and run through to Last Mountain Valley SPECIAL, thus avoiding the many annoying delays which occur when shipping individually. Our 1912 settlers' train left Minneapolis on March 18th and made a phenomenal run. By prior arrangements with the Department of Immigration, we had a special force of customs officers on hand to meet our train and the inspection of the entire trainload of settlers' effects was completed and our train on its way within an hour after arrival at the boundary. We were able to commence unloading at destination morning of the fifth day. The same record run was also made with our March 18, 1912 settlers' train. All that is yours without extra cost other than the regular freight charges, and cost of cheap Settlers' fares for your family.

At present we are arranging the 1913 movement, and indications are we shall have two big settlers' trains in March.



Trainload of Settlers enroute to Last Mountain Valley, Sask. under auspices of Wm. Pearson Co. Ltd.



The Fruit of a Season's Work.

Our Excursions Fares Refunded to Purchasers

We run regular twice a month excursions, personally conducted by officers of our Company, in especially equipped Pullman private cars. These cars have a kitchen in one end and a large observation parlor in the other, with observation platform, giving our customers special privileges and opportunity to see the country we pass through. Meals are served in these cars, and also strictly first-class sleeping accommodations. You do not have to pay any big prices for these accommodations. We take so many people to Canada that we board and room them (both on the cars and in the field, including livery and all expenses) for only \$1.50 per day. On an eight day trip this would be \$12.00, from points west of Buffalo, N.Y.; and \$15.00 from eastern points.

Our private cars start from Chicago and Omaha on the first and third Tuesdays of each month, from May 6th to October 21st; all parties consolidating at Minneapolis, leaving there Wednesday afternoon via Winnipeg. Those who cannot make it convenient to come to Chicago or Omaha and join our parties there, will come direct to Minneapolis.

Following are the special round trip fares we offer you, and which amounts are refunded if you buy land:

Bath, Ill.	\$28.00	Kansas City, Mo.	\$28.00
Belvidere, Ill.	26.00	St. Louis, Mo.	32.00
Chicago, Ill.	28.00	Davenport, Neb.	28.00
Decatur, Ill.	30.00	Grand Island, Neb.	28.00
De Kalb, Ill.	28.00	Hastings, Neb.	28.00
Joliet, Ill.	28.00	Humboldt, Neb.	26.00
La Salle, Ill.	28.00	Lincoln, Neb.	26.00
Peoria, Ill.	28.00	Omaha, Neb.	25.00
Springfield, Ill.	30.00	Auburn, N. Y.	45.00
Elkhart, Ind.	30.00	Buffalo, N. Y.	40.00
Indianapolis, Ind.	32.00	New York City, N. Y.	50.00
Cedar Rapids, Ia.	25.00	Rochester, N. Y.	42.00
Clarinda, Ia.	26.00	Schenectady, N. Y.	45.00
Creston, Ia.	26.00	Syracuse, N. Y.	45.00
Des Moines, Ia.	25.00	Cleveland, Ohio.	38.00
Dubuque, Ia.	25.00	Columbus, Ohio.	38.00
Marshalltown, Ia.	25.00	Dayton, Ohio.	36.00
Sheffield, Ia.	24.00	Springfield, Ohio.	36.00
Sioux City, Ia.	24.00	Toledo, Ohio.	36.00
Toledo, Ia.	25.00	Toronto, Ont.	35.00
Waterloo, Ia.	24.00	Aberdeen, S. D.	24.00
Arlington, Kans.	32.00	Artesian, S. D.	24.00
Clyde, Kans.	30.00	Huron, S. D.	24.00
Salina, Kans.	30.00	Mitchell S. D.	24.00
Wichita, Kans.	32.00	Sioux Falls, S. D.	24.00
Boston, Mass.	50.00	Beloit, Wis.	26.00
Detroit, Mich.	36.00	Janesville, Wis.	26.00
Grand Rapids, Mich.	32.00	Madison, Wis.	26.00
Lansing, Mich.	32.00	Marshfield, Wis.	24.00
Minneapolis, Minn.	20.00	Waukesha, Wis.	26.00

Correspondingly low rates from other points.

The above rates are good only on private cars in both directions. If side-trips are desired, they will be granted in special cases by previous arrangement, and the excursionist will be charged the difference to make up the regular railroad homeseekers' rate.

To Prospective Buyers

Our business is to make clear to you the opportunities that are waiting for you in the Last Mountain Valley; and to assist you in choosing a future home that will exactly suit your requirements.

It is not our wish to overload anyone with land. If we find you are planning on too much land, thereby cutting down your working capital to such an extent that you will be hampered by lack of funds for necessary improvements, it is our policy to advise you buying less. It may be you are equipped to handle a good tract of land for wheat raising; or, you will perhaps do better on our farming lands in the Touchwood Hills District, which are sold on the easy 10-year terms.

The sort of service we give is worth money to you, because it will unquestionably help you to make a better investment. On the other hand, if you simply wish to make an investment in Canadian lands without improving them, give us an idea of how much money you can put into the first down payment, and we will tell you the pieces in which you can make the most profitable purchase.

As you have, no doubt, gathered from our literature and from our authorized representatives, we are a permanent colonization company in the Last Mountain Valley. In the past ten years we have colonized about 700,000 acres of land, and in that time we have not found it necessary to foreclose on any of our clients. Our policy has been to cater very closely to the interests of our settlers. Their success means our success. We have no desire whatever of taking three or four hundred dollars of a man's money on a down payment if we know before-hand he is unfit or unprepared to go through with his deal. We would sooner advise him against buying or moving north until he is better equipped. We don't want to bring any man to Last Mountain Valley unless we can permanently benefit and satisfy him.

And you won't have to go it alone if you deal with us. You have the privilege of shipping your outfit to Last Mountain Valley in the spring on the annual "Pearson's Settlers Trains," and we look after all the details of your move, at no extra expense to you beyond the cost of your freight rates. Your family goes along with you on the same train, as we carry special sleepers for their accommodation, and at destination we provide accommodations for a few days until you can get out on to your farm and put up some shelter. Your family is among friends and your future neighbors all the time.

One of our most important duties to newcomers is to safeguard them against mistakes which they are liable to make in any new country. For instance, our many years' experience in the District has taught us which varieties of grain will grow best and give largest yields. We maintain that a man might as well stop farming if he doesn't use the utmost care in the selection of his seed, no matter how carefully he may have prepared his seed bed. We want to have him avoid using mongrel seed, as it naturally follows that by using mixed seeds his crop, will mature unevenly, and consequently reduce his grade and yield, and by testing the germinating qualities of his seed he will know just exactly how much seed to sow per acre. It is the careful attention to these many little things in farming that makes one farmer better than perhaps his neighbor across the road, and it is our business to see that our settlers do not fall into these pitfalls.

You have access to our ready-made farms and demonstration plots scattered throughout the district. You will have our assistance at every turn from the minute you decide to come to Canada, until you are happily settled in your new home, and then some.

Yours very truly,

WM. PEARSON CO. LTD.

What are You Doing for the Boys?

A Few Final Thoughts

Land is the origin of all wealth. The fact is so important and fundamental that it cannot be too often repeated. In the heart of every man there is an instinctive desire to own land. This instinct is a sure and safe guide. The man who owns productive land may be said to be truly independent. Stocks may rise or fall, business may fail, a man's wage earning capacity may cease through sickness, or accident, or age, but land is permanent. It provides a sure living. It is always a reserve to fall back upon.

Most of the great fortunes have been made upon land. Aside from that, multitudes have laid the foundations of prosperity and security by buying land. Land everywhere is steadily increasing in value. There is only one crop of land. Nowhere is land increasing in value as rapidly as in Western Canada, where the population is steadily doubling every few years. Because of this increase in population, land must keep going up.

Thirty years ago your father could have bought broad acres that today you could sell by the foot. Doubtless you often think of the opportunities he missed. Well, what will you leave to your children? But you say, "The day of cheap land is gone. Values have risen above my means." That is very nearly true.

The question that is right up to you is: Are the lands that Prof. Shaw praises so highly, worth your taking the trouble of a personal inspection? They grow from 25 to 40 bushels of wheat to the acre. Are they worth from \$27 to \$35 an acre?

In the United States and Eastern Canada the good land is taken up. It commands a good price. The man who wants to buy cheap and hold for a while must look elsewhere. He must come to Western Canada and he can't come to any better place—nor one so good—as LAST MOUNTAIN VALLEY. This land is enormously productive. It is finer than that of Illinois or Iowa. Yet it is low priced. You can buy it for \$27.00 an acre and upwards.

If you cultivate this land you will make enormous profits. But if you want to put your money where it will be absolutely safe, safer than any bank or burglar proof vault, and yet at the same time will be earning you splendid interest, buy this land and hold it as an investment. If you miss this opportunity you will see the day of cheap good land pass from you in Canada, just as it has in Iowa and Illinois, and as it is fast going in Nebraska, Texas, etc.

The man who prospers is the man who looks ahead of his neighbors.

And last but not least, the choice of location for your future home should not be by chance. A careful investigation will soon convince you that the LAST MOUNTAIN VALLEY offers opportunities second to none of any district in Western Canada, and then you will want to transact your business dealings with a concern whose financial standing is of the highest. When you buy from the Wm. Pearson Co. Ltd., you become a partner with them, and you'll pay only one profit, and that a reasonable one. It will pay you to write them today.



General Information of Interest to American Settlers

Customs—Free Entry—

The following is an extract from the Customs tariff of Canada, specifying the articles that can be so entered:—

Settlers' Effects—Wearing apparel, household furniture, books, implements and tools of trade, occupation or employment; guns, musical instruments, domestic sewing machines, typewriters, live stock, bicycles, carts and other vehicles, and agricultural implements in use by the settler for at least six months before his removal to Canada; not to include machinery or articles imported for use in any manufacturing establishment or for sale; also books, pictures, family plate or furniture, personal effects, and heirlooms left by bequest; provided that any dutiable articles entered as settlers' effects may not be so entered unless brought with the settler on his first arrival, and shall not be sold, or otherwise disposed of without payment of duty, until after twelve months' actual use in Canada; provided also, that under regulations made by the Comptroller of Customs, live stock, when imported into Manitoba or the Northwest Territories by intending settlers shall be free until otherwise ordered by the Governor-in-Council.

A settler may bring into Canada, free of duty, live stock for the farm on the following basis, if he has actually owned such live stock abroad for at least six months before his removal to Canada, and has brought them into Canada within one year after his first arrival, viz:—

If horses only are brought in, 16 allowed.	
If cattle	16
If sheep	100
If swine	160

If horses, cattle, sheep and swine are brought in together, or part of each, the same proportions as above are to be observed.

Duty is to be paid on the live stock in excess of the number above provided for.

For customs entry purposes, a mare with a colt under six months old is to be reckoned as one animal, a cow with a calf under six months old is also to be reckoned as one animal.

The settler will be required to fill up a form (which will be supplied him by the Customs officer on application) giving description, value, etc., of the goods and articles he wishes to be allowed to bring in free of duty. He will also be required to take the following oath:—

"I do hereby solemnly make oath and say, that all the goods and articles herein before mentioned are, to the best of my knowledge and belief, entitled to free entry as settlers' effects under the tariff of duties of customs now in force, and all of them have been owned and in actual use by myself for at least six months before removal to Canada; and that none of the goods or articles shown in this entry have been imported as merchandise or for any use in manufacturing establishments, or for sale, and that I intend becoming a permanent settler within the Dominion of Canada."

"Sworn before me at day of 191

The following oath shall be made by intending settlers when importing live stock into Manitoba (or the Northwest Territories) free of duty:—

"I do solemnly swear that I am now moving into Manitoba (or the Northwest Territories), with the intention of becoming a settler therein, and that the live stock enumerated and described in the entry hereunto attached is intended for my own use on the farm which I am about to occupy (or cultivate), and not for sale or speculative purposes, nor for the use of any other person or persons whomsoever."

Quarantine of Settlers' Cattle—

Settlers' cattle when accompanied by certificates of health, to be admitted without detention; when not so accompanied, they must be inspected. Inspectors may subject any cattle showing symptoms of tuberculosis to the tuberculin test before allowing them to enter. Any cattle found tuberculous to be returned to the United States or killed, without indemnity. Sheep, for breeding and feeding purposes, may be admitted subject to inspection at port of entry, and must be accompanied by a certificate, signed by a Government Inspector, that sheep scab has not existed in the district in which they have been fed for six months preceding the date of importation. If disease is discovered to exist in them, they may be returned or slaughtered. Swine may be admitted, when forming part of settlers' effects, but only after a quarantine of thirty days at the border, and when accompanied by a certificate that swine plague or hog cholera has not existed in the district whence they came for six months preceding the date of shipment; when not accompanied by such certificate they must be subject to inspection at port of entry. If found diseased, to be slaughtered, without compensation.

Inspection of Horses—

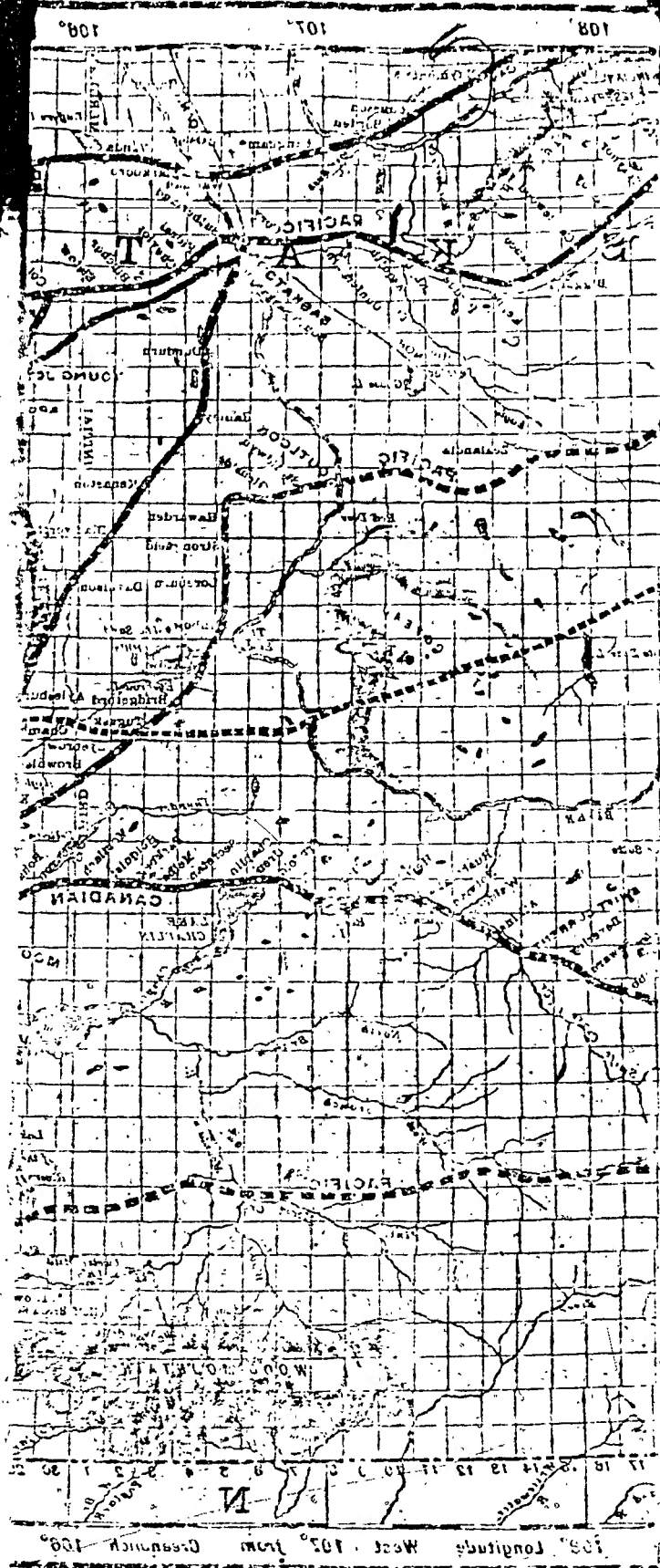
Settlers for Western Canada intending to take horses into Canada must be subjected to the Mallein test and a certificate issued by an inspector for the United States Bureau of Animal Industry. In cases where no certificate accompanies settlers' horses, the test is performed by Canadian Government Officials free of charge.

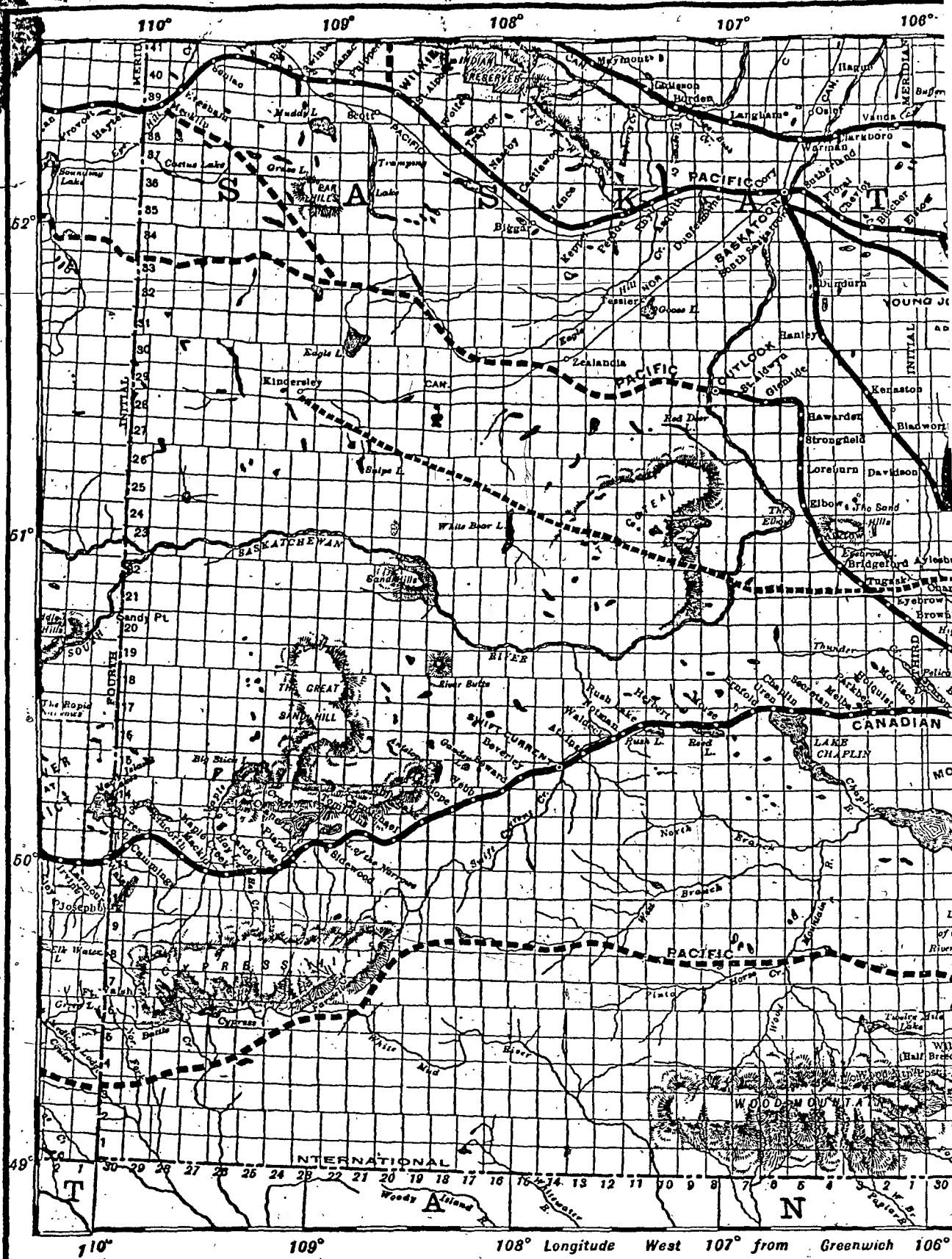
Freight Regulations—

Carloads of settlers' effects may be made up of the following described property for the benefit of actual settlers, viz: Live Stock, any number up to but not exceeding ten (10) head all told, viz.: horses, mules, cattle, sheep, hogs, household goods and personal property (secondhand); wagons or other vehicles, for personal use, (secondhand); farm machinery implements, and tools (all secondhand); softwood lumber (pine, hemlock or spruce only), and shingles which must not exceed 2,000 feet in all, or the equivalent thereof; or in lieu of, not in addition to, the lumber and shingles a portable house may be shipped; seed grain, small quantity of trees or shrubbery; small lot olive poultry or pet animals; and sufficient feed for the live stock while on the journey.

Merchandise, such as groceries, provisions, hardware, etc., also implements, machinery, vehicles, etc., if new will not be regarded as settlers' effects, and if shipped will be charged the Company's regular classified tariff rates.

Passes—One man will be passed free in charge of live stock when forming parts of carloads, to feed, water and care for them in transit. Agents will use the usual form of live stock contract.





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101° 100° 99° 98° 97° 96°

WESTERN CANADA

Showing physical features, railway systems, town and survey of Manitoba and Saskatchewan.

Red circle indicates location of lands in the

LAST MOUNTAIN VALLEY

OWNED BY

WM. PEARSON CO. LTD.

WINNIPEG, CANADA

52° 51° 50° 49°

3090

101° 100° 99° 98° 97°

Red circle indicates location of lands in the

OWNED BY

WINNIPEG, CANADA

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